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# BOOKSELLER & STATIONER

## OF CANADA

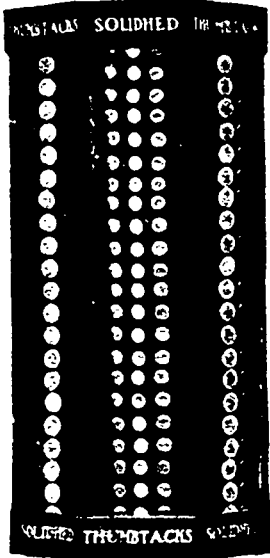
OCTOBER 1907

The New Idea Trade Newspaper that Shows Retailers How to Sell Goods. Covers the Entire Canadian Field and has a Growing Circulation Abroad.

MONTREAL

TORONTO

WINNIPEG



It's the Solidhed Display  
that sells tacks

Ask your jobber or  
Hawkes-Jackson Co., Makers  
82 Duane Street, N. Y.



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### A. Molling & Co., Hanover

(350 workers employed)

(GERMANY)

17 Stone- and 8 Book-printing-machines

### ■ Fine Art Printers ■

of Children-Toy- and Painting-Books  
Xmas-New-Years- and Valentine-Cards  
Illustrated Postcards, Calendars and Studies

● Chromos, Fancy-Papers, Menus ●  
● Show-Cards Advertising-Cards ●

CATALOGUES of any description and for every branch

Large Embossing-Book-binding- and Box-making-Department

First-class work

Promptly delivery.



LAUGHING WATER.  
Copyright 1907, by  
The L. K. Playing Card Co.

# Playing Cards



DOLORES.  
Copyright 1907, by  
S. S. Porter.



We have just opened the first shipment of this season's new designs in the well-known "Congress" brand of playing cards, also a new narrow card made specially for "Bridge" playing. Our stock is also complete in all grades of cheaper cards.



- Talley Cards
- Poker Chips
- Game Counters
- Progressive Bridge Score Cards
- Bridge Whist Score Pads
- Duplicate Whist Score Pads
- Programme Pencils
- Programme Tassels
- Dice



Samples of any line mailed on application.



SUNDOWN  
Copyright 1907, by  
The L. K. Playing Card Co.

**Warwick Bros. & Rutter,**  
LIMITED  
Wholesale Stationers  
Toronto



BERENICE.  
Copyright 1907, by  
The L. K. Playing Card Co.



# THE MAJESTIC Loose Leaf Ledger

is made to satisfy the demand  
of the most critical buyer

**Simplicity — Durability — Beauty**

**Stationers! Sell the Line of Quality**

# THE MAJESTIC Transfer Ledger

is made in various styles of binding  
Used for Office Records of all kinds



Write us for 72-page Catalogue

**Sieber & Trussell Manufacturing Company**

*Office and Factory:*

**4000-2-4-6 Laclede Avenue, ST. LOUIS, MO.**

# Sanford & Bennett

*Manufacturers of*

**Fountain, Stylographic and Gold Pens**

**For Domestic and Foreign Trade**



**Patentees of the Autopen, Automat, Gravity Stylo and  
Commercial Fountain Pens**

*Largest Manufacturers In U.S. In Imprint Work*

We manufacture special lines for leading Stationers and Jewellers all over Canada. We  
make only high-grade lines. Every pen we send out carries with it our absolute guarantee.

Catalog and prices with trade discounts upon request.

**Sanford & Bennett**

*Jewellers' Court, 51-53 Maiden Lane*

*New York, U.S.A.*

## Some Selected Seasonable Sellers In Leather Goods



### Ladies' Purses

10 Seal Grain (see cut) : \$12.00 doz.  
11 " " " " : 10.00 doz.  
11 Goat Seal (see cut for style) 13.20 doz.

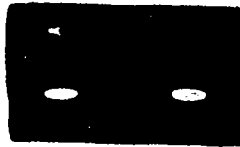
No. 10

### Strap Purses in Fancy Leathers

(Style Cut 73)

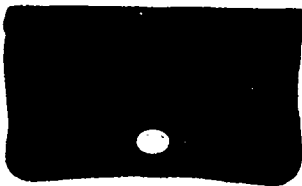
73 Diced Russia . . . \$12.00 dozen.  
74 Crushed Calf. . . 12.00 " "  
75 Elk. . . 12.00 " "  
76 Crepe Seal. . . 15.00 " "

In Fancy Colors



No. 11

We carry a range of purses from \$2.00 dozen up to \$20.00 dozen. Therefore we can give you an article to sell at any price you may wish.



No. 73

### Some of the Good Ones

1490 Hornback Alligator Skin (see cut) . . . \$30.00 doz.  
1491 " " 9 in. " " . . . 12.00 " "  
1492 " " 10 in. " " . . . 13.20 " "

### Ladies' Hand-Bags

In bags we can satisfy your every want from a line at \$8.10 up to lines at \$132.00 dozen.



No. 1491

One of  
our Best  
Sellers

1484 Seal Goat-  
Fitted \$21.00  
dozen.

### Something Cheaper

1487 Seal Grain (see cut) Grain \$8.10 doz.  
1470 Seal Fitted (see cut) of 1487 \$10.20 doz.  
1488 Polar Grain \$10.20 doz.

We can supply you with bags in any Leather, Shape, Color, or Price you ask for. Try us.

Everything is made in our own factory, a guarantee of honest workmanship

See our Traveller, or Try Us With a Mail Order



No. 1487

**BROWN BROS., Ltd.**  
51-53 Wellington St. West, Toronto

## Commercial Stationers

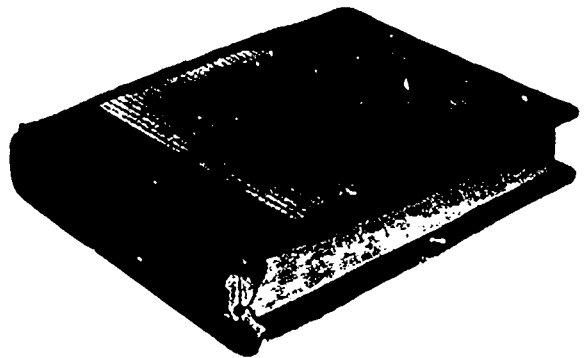
What do you give your customer when he asks for

### The Best In Loose Leaf?

There are a number of lines on the market, but goods made the "Quality and Durability Way" constitute the only

**BEST LINE**

Price List No. 20 tells all about it.



Price List of Metals only on request.

Ledgers

Binders

Holders

**The CS & RB Co.**

485-502 W. Kinzie St.

**CHICAGO, - U.S.A.**

Files

Clips

Price

Books

## The Largest Dealers In Canada

buy our Pencil Carbon for Counter Check Books, but would not do so if they could do better elsewhere.

**PEERLESS**  
BRAND

represents the highest class Carbon Paper made.

Write for samples.

**The Carbon Paper and Ribbon Mfg. Co.**  
Limited

Office and Factory—176-178 Richmond Street West

**TORONTO, CANADA**



## A Portable Store

A Dennison Counter Display of Dennison's Glue, Paste and Mucilage in Dennison's Patent Pin Tubes, is a store in itself—it does a business of its own and a profitable one.

# DENNISON'S

## Adhesives in Patent Pin Tubes

capture every one at a glance. They represent the only practical method devised for using and keeping an adhesive. Pull out the pin, press the tube and get as little or as much as you want—spread it where you want it, thick or thin, with the metal spreader. Put in the pin and the contents will keep a hundred years.

This counter case is beautifully made of mission oak with detachable easel. Contains a full assortment of Glue, Paste and Mucilage in tubes of different size.

Have one on every counter.

*Dennison Manufacturing Company*

*The Tag Makers*

**BOSTON**  
26 Franklin St.

**NEW YORK**  
15 John St.

**PHILADELPHIA**  
1607 Chestnut St.

**CHICAGO**  
128 Franklin St.

**ST. LOUIS**  
413 N. Fourth St.

The **CONE CAP** **STYLES of**  
**Waterman's Ideal Fountain Pen**  
 SHOWN IN  **ALL SIZES**

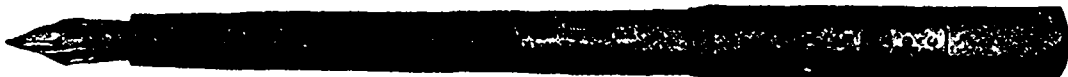
(Cuts 1/2 actual size)



**Size No. 12** **Plain Black; also Chased, Mottled or Cardinal.**  
 Also made in sizes listed  
 No. 12, G. M. M. . . . \$2.50    No. 14, G. M. M. . . . \$4.00    No. 16, G. M. M. . . . \$6.00    No. 18, G. M. M. . . . \$8.00  
 No. 13, G. M. M. . . . 3.50    No. 15, G. M. M. . . . 5.00    No. 17, G. M. M. . . . 7.00



**Size No. 13** **Chased, Gold-mounted, Middle Band, 18-K. Filled.**  
 Also made in sizes listed  
 No. 12, G. M. M. . . . \$3.50    No. 14, G. M. M. . . . \$5.00    No. 16, G. M. M. . . . \$7.00    No. 18, G. M. M. . . . \$9.00  
 No. 13, G. M. M. . . . 4.50    No. 15, G. M. M. . . . 6.00    No. 17, G. M. M. . . . 8.00



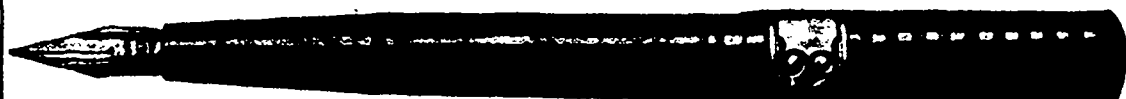
**Size No. 14** **Cardinal, with Clip-Cap. This colored pen used largely for red ink.**  
 Also made in sizes listed  
 German Silver Clips add 25c. to all prices.  
 No. 12, G. M. M. . . . \$2.50    No. 14, G. M. M. . . . \$4.00    No. 16, G. M. M. . . . \$6.00    No. 18, G. M. M. . . . \$8.00  
 No. 13, G. M. M. . . . 3.50    No. 15, G. M. M. . . . 5.00    No. 17, G. M. M. . . . 7.00



**Size No. 15** **Gold-mounted, Chased Bands, with Clip-Cap (also with two plain bands as on No. 13).**  
 Also made in sizes listed  
 Gold-filled Clips add \$1.00 to all prices; Solid Gold Clips add \$2.00 to all prices.  
 No. 12, G. M. M. . . . \$3.50    No. 14, G. M. M. . . . \$5.00    No. 16, G. M. M. . . . \$7.00    No. 18, G. M. M. . . . \$9.00  
 No. 13, G. M. M. . . . 4.50    No. 15, G. M. M. . . . 6.00    No. 17, G. M. M. . . . 8.00



**Size No. 16** **Filigree; Sterling Silver with Clip-Cap, Black or Cardinal.**  
 Also made in sizes listed  
 Sterling Silver Clips add 50c. to all prices.  
 No. 12, Fil. . . . \$5.00    No. 14, Fil. . . . \$7.00    No. 16, Fil. . . . \$9.50    No. 18, Fil. . . . \$12.00  
 No. 13, Fil. . . . Not made    No. 15, Fil. . . . 8.50    No. 17, Fil. . . . 11.00



**Size No. 17** **Chased; also Black or Mottled, with Chased or Plain Gold-mounted Cap.**  
 Also made in sizes listed  
 No. 12, G. M. Cap. \$3.50    No. 14, G. M. Cap. \$5.00    No. 16, G. M. Cap. \$7.00    No. 18, G. M. Cap. \$9.00  
 No. 13, G. M. Cap. 4.50    No. 15, G. M. Cap. 6.00    No. 17, G. M. Cap. 8.00



**Size No. 18** **Mottled; also Black, Chased or Cardinal.**  
 Also made in sizes listed  
 No. 12, G. M. M. . . . \$2.50    No. 14, G. M. M. . . . \$4.00    No. 16, G. M. M. . . . \$6.00    No. 18, G. M. M. . . . \$8.00  
 No. 13, G. M. M. . . . 3.50    No. 15, G. M. M. . . . 5.00    No. 17, G. M. M. . . . 7.00

**L. E. Waterman Co., 173 Broadway, New York**



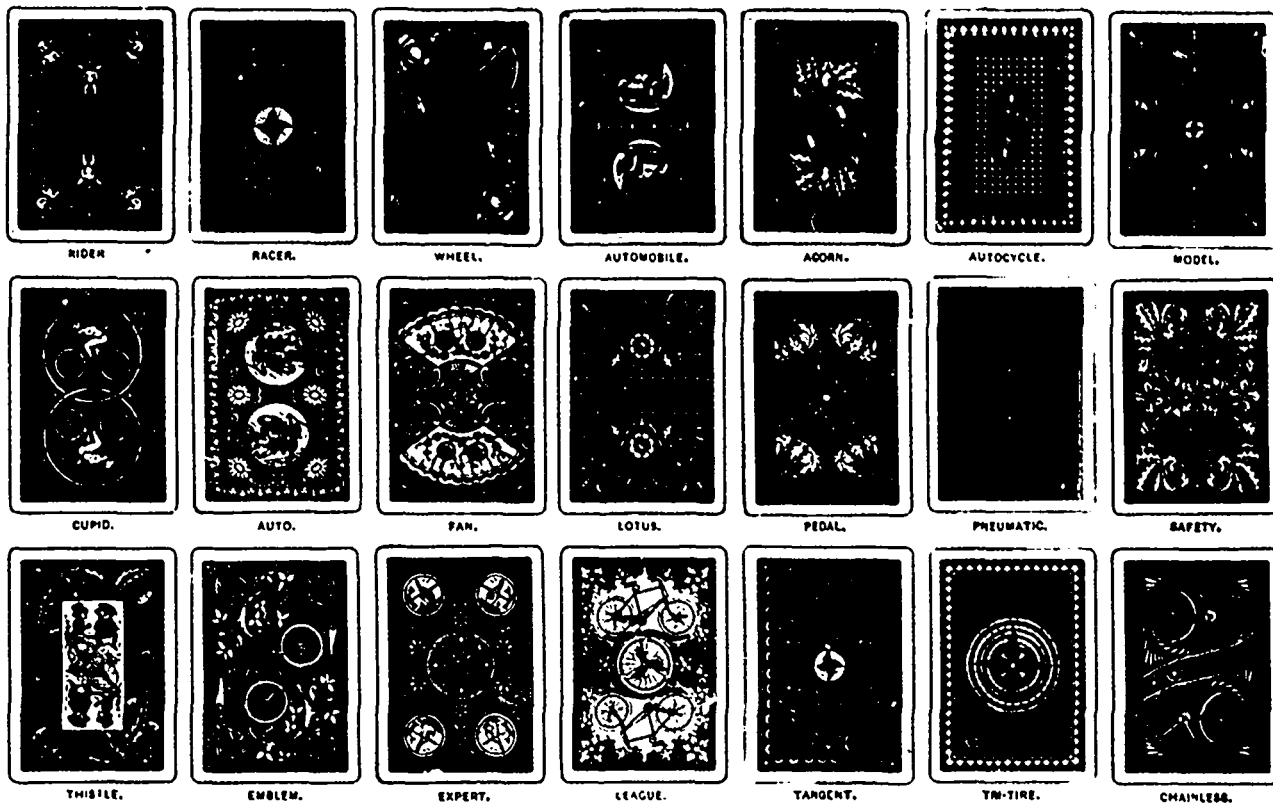
Waterman's Ideal Fountain Pen Ink, ALL SIZES AND STYLES.  
 Write for Price Lists, Pictures and Discounts.

**L. E. Waterman Company of Canada, Limited**  
 Canadian Distributors

Waterman's Ideal Fountain Pens and Accessories, L. & C. Hardtmuth'  
 KOH-I-NOOR Pencils and Sundries.

136 ST. JAMES STREET, . . . . . MONTREAL





Here is a full line of back designs in the **Genuine**

# Bicycle Playing Cards.

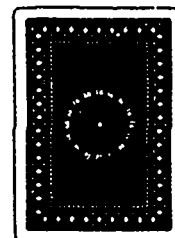


C.L.C. 57

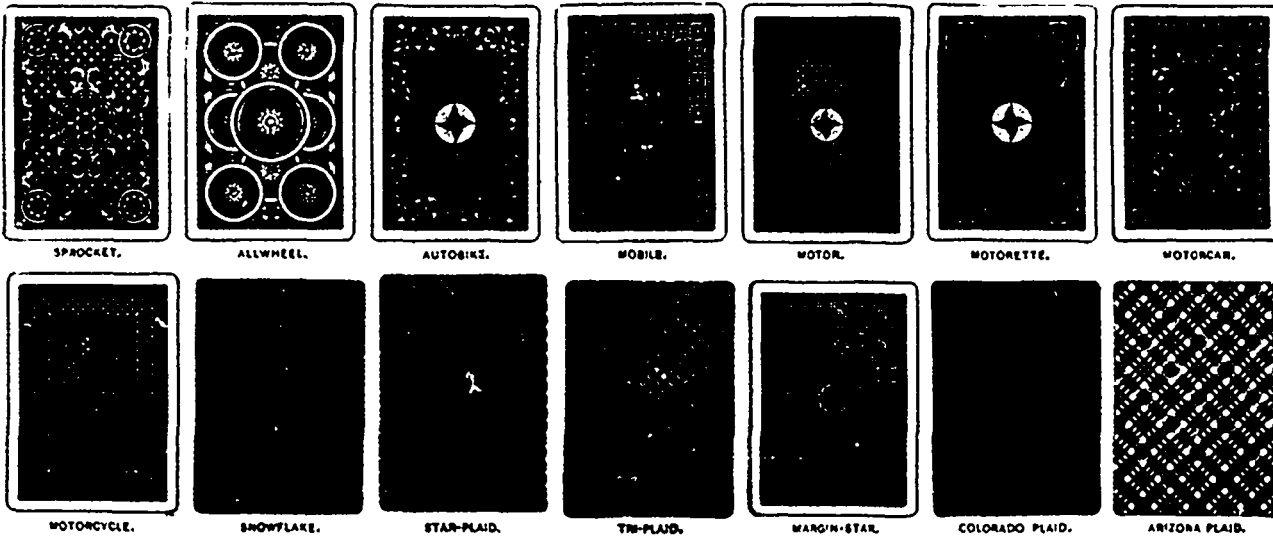
Many of them are old established designs—so well and favorably known that card players everywhere are familiar with them. Others are newer designs—some of them just added. New designs are being introduced right along, keeping the line up-to-date and far ahead of all others. That is one reason why B.cycle sales exceed those of all other makes. Order through jobber.

Samples of quality on application to

The U. S. Playing Card Co., Cincinnati, U. S. A.



LANTERN.



Motor, Motorette, Motorcycle and Autocycle backs, copyright, 1900-6; Mobile and Autobike backs, copyright, 1901-6; Automobile back, copyright, 1902; Auto, copyright, 1900-3; Lantern, Motorcar, Margin-Star, Star-Plaid, Tri-Plaid, copyright, 1906; Pneumatic and Tangent backs, copyright, 1907, by The U. S. Playing Card Co., Cincinnati, U. S. A.



HIS  MARK

**High Grade  
Printing**  
from the conception of the  
idea to the finished job—we  
are now ready to produce in  
our **NEW PRINTING  
DEPARTMENT**

With everything new—  
**NEW MANAGER**—  
from New York City, full of  
the ideas and methods of the  
best printers, advertisers and  
publishers of the States—  
**NEW PRESSES**—the  
latest products of the press  
makers—  
**NEW TYPE**—the  
best faces selected from the  
stocks of leading foundries  
and a  
**NEW RESOLVE**—to  
make every job a credit to  
us and to you—we ask for a  
chance to figure, furnish lay-  
outs, dummies, schemes and  
designs for anything from  
a letterhead to a catalog—

If you want  
"printing that's different"  
let us hear from you

**MACLEAN  
PUBLISHING  
CO LTD**

John Bayne MacLean  
President  
10 Front St East Toronto  
MONTREAL WINNIPEG  
LONDON ENG

**PRINTING DEPT**  
Charles Edward Peabody  
M A N A G E R

his  mark

**Special  
For Stationers**

**SCHOOL OPENING**

We are showing the finest range of  
new scribblers ever offered to the  
Trade in Canada.

**SIXTEEN NEW DESIGNS**

We wish to call special attention to  
our eight new Animal Designs done  
in three-color process, and specially  
made up for us in the Old Country.  
Highest grade of Toned Paper for  
Pen Work.

These scribblers are absolutely in a  
class by themselves.

We also carry a full range of supplies,  
and all authorized School Text Books.

**Clark Bros. & Co., Limited**

Wholesale Stationers - Winnipeg, Man.

**HIGGINS' INKS AND ADHESIVES**



The Higgins' Inks and Adhesives are in a class by themselves. They are the best goods that original thought, conscientious workmanship and sustained high ideals can produce. They are largely imitated but never equalled. They give unvarying satisfaction to consumers and dealers, and every unit is backed by our absolute guarantee. PRICE LISTS AND DISCOUNTS ON REQUEST.

**CHAS. M. HIGGINS & CO., - New York—Chicago—London**

Originators and Manufacturers Inks and Adhesives  
MAIN OFFICE, 271 Ninth St. | **BROOKLYN, N.Y., U.S.A.**  
FACTORY, 240, 244 Eighth St.

# The Condensed Advertisement

## A Small Instrument with a Remarkable Power

- ¶ The story of condensed advertising is one of the most fascinating in all the history of publicity. The condensed ad. has placed within the reach of the man of small means a way of access to all the best results that modern advertising can achieve.
- ¶ To booksellers and stationers the condensed ad. offers possibilities of business improvement that were undreamed of a few years ago.
- ¶ An expenditure of 50 cents will suffice to let a wide circle of possible buyers know that you have a surplus stock of goods to sell which are not, nor ever will be, marketable in your own locality.
- ¶ A condensed ad. in such a medium as THE BOOKSELLER AND STATIONER immediately places you in touch with hundreds of other dealers who may have what you want or may want what you have.

Read "The Power of the Condensed Ad." on page —.

## Special Offer to Our Subscribers

In order to develop our department of condensed advertising on a sufficiently large scale we offer to all subscribers to our paper

**3 — THREE FREE INSERTIONS — 3**

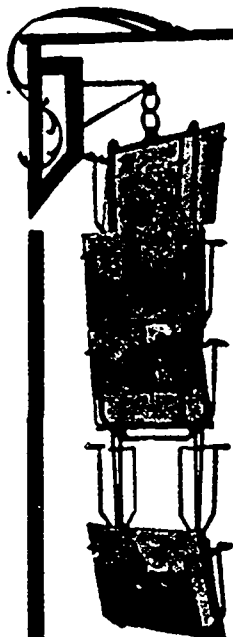
of any condensed advertisement they may desire. These ads. must be limited strictly to thirty words. Should more than three insertions be desired, a charge of one cent per word will be made for extra insertions.

## Bookseller and Stationer of Canada

Montreal

Toronto

Winnipeg



We here illustrate one of the many ways

**HOW**  
**Early "Ideal" Holders**  
**ARE USED.**

PAT. AUG. 14th, 1906  
MADE IN CANADA.

**They fit anywhere. Over a million in use.**

**BEST BY TEST**

Can be linked into chains of any length. Will cover any wall or vacant space. Can be arranged side by side, or back against back. Will not permit stock to fall out. No springs to grip and mutilate cards. Stock can be easily removed because of slant base, which elevates front card.

**Early "Ideal" Holders** have the endorsement of the leading publishers and jobbers as the most practical and cheapest method obtainable for the display and sale of post cards.

**\$3.00** per 100  
Units.

Order of Your Jobber.

**Early Novelty Co.**

75 YONGE STREET

**Toronto, - Ont.**

# THE Bookseller and Stationer

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, OCTOBER, 1907.

No. 10.

## The Power of the Condensed Advertisement And a Special Offer

One of the remarkable developments in the field of advertising that the last few years has witnessed, is the increased use which is being made of the condensed advertisement. To look at an ordinary daily issue of such mediums as the Montreal Star or the Toronto Telegram or the Winnipeg Free Press, with their solid pages of condensed advertising, fills one with amazement. Column after column of situations vacant, of help wanted, of properties for sale, of articles lost and articles found, record a history of the day's doings that interests not only those immediately concerned, but even the great outside public as well.

The secret of the success of this form of advertising seems to lie in the combination of two factors—one, the cheapness of the method, and the other, the extent of the publicity. The usual charge of two cents a word for a first insertion places within the reach of the man of small means the use of this form of publicity. By writing his ads. in compact form and omitting all superfluous words, he is usually able to convey his meaning in a satisfactory manner and at a remarkably small cost. He knows that his ad. will be placed under the proper heading and that it will be read by those interested in what he has to say, just as much almost as if it were displayed in a full page. And after all, that is precisely what he wants.

On the other hand, the extent of the publicity assures him that his advertisement will fall into the hands of approximately every one who is likely to want or be able to supply what it refers to. The man who advertises for help in any one of the mediums referred to can be reasonably sure that practically everybody seeking a position such as he offers will read the ad., for he knows that the paper is the common meeting ground of the two complementary forces that make up the supply and the demand of the day.

But there is a specialization in the realm of condensed advertising, just as there is in the realm of general advertising. A newspaper circulating in a single locality cannot be expected to serve the ends of an advertiser who wishes to reach a certain class of people, scattered here and there over the whole country. Different media suited to different needs have sprung up— notably the trade press, which provide immediate access from the wholesale seller to the retail buyer at a minimum of cost.

In the same way a specialization is springing up in the department of condensed advertising. Retailers are beginning to understand that there are advantages for them in using condensed advertising space in the par-

ticular trade newspaper that caters to them. The fact that their trade paper circulates among others of their own class means that possibilities for the exchange of surplus stock, the securing of extra help, the disposal of unsalable goods, etc., are always at hand.

In the case of The Bookseller and Stationer, more almost than in that of any other tradesman, the condensed ad. should prove useful. For instance, a book is wanted that is out of print. Some other bookseller hundreds of miles away may chance to have a copy. The question is how to reach him. The best solution to this problem is to try a condensed ad. in a medium that reaches all booksellers.

Or, again, suppose you have on your shelves a number of books that have been proved unsalable and that are merely dust-collectors, deteriorating every day. Possibly there is some other dealer who could take these off your hands and dispose of them, but he doesn't know about them. How is he to be informed? Again the answer is, through a condensed advertisement.

You require help in your store. What better means than an advertisement in a specialized medium, read by people interested in your particular line of business, to bring this help to you? Indeed, there arise a hundred and one different ways in which condensed advertising will prove your friend and helper. It has proved efficacious in the past and its development will make it more and more powerful in the future.

The publishers of Bookseller and Stationer are anxious to develop the condensed advertising department of this paper. At present the department is small and limited in scope and in consequence it is not referred to, except in a few odd cases. But, were it extended and did readers get into the habit of looking over it regularly, it would become of undoubted value. In order to extend it and give it a wider scope, a special offer of free insertions is being made to all subscribers of Bookseller and Stationer.

Every subscriber is entitled to three free insertions of any condensed ad. (limited to thirty words). It is hoped that there will be a good response to this offer, which is a most generous one. When one pauses to consider what it means, it will indeed be surprising if every subscriber does not forward an ad. for insertion. After the free insertions, should an advertiser wish to continue his ad., the publishers will reinsert the same at a charge of one cent per word per insertion.

Non-subscribers to Bookseller and Stationer should enroll themselves on the subscription list at once, in order to be eligible for this special offer.

## A Traveler's Spare Time

### Some Advice

Calvin D. Wilson, writing in *The Sample Case*, says that the commercial traveler's leisure differs from that of men located at home. He who lives in one place has the evenings in his house or in his office; he has hours he can count on. The traveling man's unoccupied seasons are in small change, waiting for trains, or on railroad rides or buggy trips across country or in his hotel room.

Yet he has many unemployed minutes, which, in a week, make hours, as dimes and quarters make dollars. What can he do with these that they may count for something in his success? He can do many things, according to his temperament, health, stage of culture and circumstances. No detailed rules will suit everyone, but general suggestions may prove helpful and each can pick and choose according to his situation. If one does not have a surplus of energy, if he has to save up his vital forces in order to concentrate them when in action, it behooves him to seize the idle moments for rest, to sit still in the depot, to doze on the cars, to retire early to his hotel room. Yet even many of the less well-equipped men physically might be benefitted by change of mental occupation, according to the present belief that what we often need is not so much repose as the exercise of another set of faculties.

Doubtless, traveling men, as well as many others, lose much by often failing to have in their pockets notebooks for ideas, suggestions, plans. Oliver Wendell Holmes said, "No man ever yet caught the reins of a thought save as it galloped by him." It is an invaluable practice to have at hand blank book and pencil, and to get into the habit of seizing the reins of thought as they gallop by. Many of these, perhaps most of them, may prove worthless or impracticable, but in any case you have the ideas written down for examination and scrutiny at leisure. The man with the notebook will soon find he is having more bright ideas than came to him formerly. Then he preserves the facts that come to him by the eye or ear for inspection; he is not trusting to memory which may fail to bring back accurately what he wants when he wants it. The notebook habit causes him to put his ideas into somewhat better shape than if he leaves them unformulated and floating in his mind. The notebook helps him to learn the value of his own thoughts. It gives him a record also of his own ponderings and experiences that may have in the future a larger value than he now perceives. If he saves his thoughts thus, records his observations, while waiting for trains or shut in his hotel room and studies these jottings, he will probably find some diamonds among the pebbles. He may have jotted down in two minutes the idea that proves the germ of a larger future. In times when no new ideas come, the moments may be well spent in looking over the notes already made. Such a course soon comes to have an interest of its own and is a pleasant occupation. It takes away the feeling of wasting time and the spirit of impatience at delays.

There is another line of mental effort, for which odd moments may be utilized, the result of which may be of special value to traveling men who are able to follow it. This is the learning of a new language. No one needs to be more than reminded that in such a country as ours with its mixed population the knowledge of other languages than English is of every-day value. This is true particularly of traveling men, many of whom are

carried by their business into communities where a language other than English is commonly spoken.

Spare minutes tell wonderfully in the acquiring of a new language. The mind comes to it as a change and so with fresh interest. The little learned in a fragmentary way gets in time to be fixed in the memory. Nearly any one can get a speaking acquaintance with German, French or Spanish, if he sets himself about it in the right way. A beginning can be made by the use of such little books as are to be gotten in almost any book store. These appear under such titles as "How to Speak German Without a Teacher." Any librarian or book dealer can give the information. Something at least may be acquired in this manner, and such a book may be carried about and conned anywhere at odd times. A few weeks of this study will bring a man along to a point where he will see what further help he needs. If he can be in one place long enough to get the assistance of a teacher, so much the better. Presently he will be reading German or French books on his journeys and talking in these languages on his travels to any who understand them. In due time through use of spare time, he will be equipped for a wider field of employment. The ambitious traveling man who has gotten a working knowledge of one foreign language will not be likely to stop there. It is a general experience that the learning of other languages becomes much easier after the first one.

Reading with a purpose, for some definite end, is, of course, a universally desirable use of spare time. This may or may not be apparently of immediately available import, yet may further us greatly. President Roosevelt has stated that he is fond of reading in his leisure hours the history of the dismemberment of the empire of Alexander the Great. This seems a rather remote subject from American politics; and yet the completed record of the causes and changes that disintegrated one of the greatest empires of ancient times afford a picture in which to study the perils of modern society.

Cecil Rhodes, the great empire builder of South Africa, was a constant reader of Gibbon's "Decline and Fall of the Roman Empire," and doubtless thereby had his mind enlarged to understand the scope of the problems of the British Empire.

The intellectual horizon of the traveling man, whose actual business of selling goods may seem quite disconnected from general knowledge, will unquestionably be widened by the reading of history, for example. The wider and stronger his mind, provided he does not sink into a book worm, the better he can do business. He will have a clearer and saner judgment. When reading is connected with daily activity there is little peril of its making men impractical. He might take up an elaborate history of business from its beginning to its present developments. Still better, if he aims at culture, would it be to plan a course of reading such as would cover all the most important subjects, history, ethics, political economy, finance and so on. At the end of a few years, by use of spare time alone, he would have furnished himself with all the general facts that any man in any occupation may have gained. He should be discreet in his newspaper and magazine reading.

If one has a particular bent, he should follow it if it is along lines that promise development. The man of inventive turn may, in his odd moments, note and work out some needed invention. The man of mechanical mind

certainly might find pleasure and profit by searching the world as he goes about for the things that are needed or that can be improved. Another man has a turn for mathematics; if he has, he possesses a gift that, worked constantly and to its utmost, may at any time bring forth fruit to his great advantage.

There are still other men who are travelers who have in them, perhaps in an undeveloped state, the gift of writing for the press. The leisure of such may be well employed by writing of their interesting or unusual experiences for the newspapers or magazines, or preparing material for a book, a story, a novel, or a volume on business or on their particular kind of work. Many writers would think they had a gold mine if they were in possession of the impressions and experiences of such commercial travelers as have long made their rounds over a great scope of country.

Reading for relaxation has its fit place and seasons

and the commercial traveler requires, at least at times, to get away from the actual world into the realm of romance and of poetry and he does well to permit himself the privilege within reason. He surely ought besides to equip himself with some of the vital books that impress the principles of sound faith and wise living. He cannot afford to be without a strong grasp on the truth and his spiritual relations and duties. Otherwise, the spare moments will be the seasons of depression and of darkness. The man who is brave in the actual contact with men and with business is apt to feel unnerved and cheerless in the idle hours.

In the lonely times, in the lull of the battle, we need anchorage and hope and faith. He is wise who, at such times, has in his grip a book that will rekindle his soul and show him the great truths that remain and are the same both when we are glad and busy and when we are listless and solitary.

## A Plea for Collective Advertising at Christmas

By Arthur Conrad

The fact that books are coming more and more into favor each year for gift purposes should prompt booksellers to make the most of their opportunities in this direction. The slogan, "Books for Christmas," should sound forth loud and strong on every hand, so that the great public may, consciously or unconsciously, be led to the conclusion that books are a suitable and correct Christmas gift. Persistent and consistent reiteration of this fact will make an impression and will undoubtedly lead to increased sales of the booksellers' wares.

To attract the attention of the public, no better or more satisfactory means can be found than the newspaper advertisement. Other methods may have their good points, but none possess the universality and general utility of the former. There is the widest publicity at the smallest cost and the newspaper's influence is to-day paramount in the home.

So few booksellers, however, make use of newspaper publicity that the public scarcely hears of "Books for Christmas." What wonder, then, that "Silverware for Christmas," "Jewelry for Christmas," or "China for Christmas" usurp the place that books may well take? Examine any newspaper during the weeks preceding Christmas and scores of advertisements of everything but books will be found in its columns.

Booksellers will have to wake up and bestir themselves. If individual advertising is possible, so much the better. But what is advocated here is collective advertising, either in place of or over and beyond individual advertising. The combined publicity of all the booksellers of a locality centred on "Books for Christmas" will mean a lot. It will cost the individual dealer very little and it will create a wide publicity. Here and there it will frequently serve to suggest ideas to bewildered Christmas shoppers, and the bookstore will become a more popular centre for people in search of holiday gifts.

The form that this collective advertising is to take may well be left open for discussion. No hard or fast rules can be set down, as what may produce successful results in one locality and through one medium, may be unsuccessful elsewhere. But the central idea must be "Books for Christmas," and the advertisers should endeavor to make this idea as alluring as possible.

In some instances it has been found that the simple expression "Why not books for Christmas?" set in a border and run in different parts of a paper, produced good results. For instance, suppose a twelve-inch space were purchased from the local publisher and twelve of these little ads. prepared. These might be placed in twelve different positions, thereby guaranteeing that the reader's attention will be caught by the expression several times.

Or the advertisement may be a little larger and more pretentious, in which case good position in the paper will be necessary. Or the advertising may take the form of readers, praising up books, emphasizing their worth and their cheapness and skilfully hinting at their usefulness for Christmas gifts. All these methods have been tried with success in different places.

Booksellers must get together. The sooner petty jealousies and suspicions are obliterated, the better, and here is an opportunity to show the value of combination. The advertising can be impersonal, in which case no complaints that one bookseller is profiting at the expense of another, are possible. If any dealer is impressed, after reading this article, by the common sense notions which it aims to instil, let him speak to his neighbor about it and ask him if he has read the article. Attention having been directed to it, the desire to follow out some of the suggestions contained in it, may follow, to the general advantage of the bookselling trade.

At an early hour in the morning of Saturday, September 28th, fire broke out in the building occupied by the Carter-Crume Company, and the Morton Company, check-book manufacturers, Toronto. The loss to the Carter-Crume Company is said to aggregate \$15,000, and the Morton Company, \$6,000, both covered by insurance. Ninety people are thrown out of work for a short period. The cause of the fire, it is thought, was through defective electric wiring. The flames were mostly confined to the upper storey, the damage below being done by water. The building is owned by James Brown, and was damaged to the extent of about \$5,000.

## BOOKSELLER AND STATIONER

### A CANADIAN WINDOW.

On this page is shown an illustration of a window display made by R. S. Porter, the Lindsay bookseller and stationer, showing Eaton-Hurlbut's fine papers. An inspection of the window shows an artistic arrangement of the materials at the disposal of the window dresser. Other dealers might well study the effects secured and make use of some of the ideas employed by Mr. Porter.

### A STATIONER HONORED.

Honorable J. D. Rolland, of J. B. Rolland & Fils, Montreal, was elected president of the Canadian Manufacturers' Association on the 27th of September.

Hon. Jean Damien Rolland is the eldest son of the late Hon. Jean Baptiste Rolland, senator. He was born at Montreal on February 23, 1841 and educated at the Christian Brothers' School and at St. Mary's (Jesuit) College, Montreal. In 1857 he commenced his commercial career as a clerk in the extensive book, paper, and fancy goods house established by his father in 1842.

Finance Committee, resigned his seat of Saint Antoine Ward, in his favor. He accepted and remained in that position, but retired from the city council in 1893.

### THE WATERMAN EXHIBIT.

The exhibit of the L. E. Waterman Company, New York and Montreal, is proving to be one of the most interesting at the Jamestown Exposition. Herewith is shown a picture of their exhibit, which is located in the Interior Court of the Liberal Arts building. In this booth is shown the full process of the manufacture of Waterman's Ideal fountain pen. The space occupied is directly opposite the main entrance, and the unique construction and tasteful decorations of the booth demand great attention.

The booth itself is a dome of stained glass, representing the northern continents of the world. This is upheld by four gigantic filigree pens, which are identical in every respect on a general scale with their most popular style holders. The draperies and carpets are of dark



Window Display by R. S. Porter, Lindsay.

and was admitted partner in 1859. The firm was then known as J. B. Rolland & Fils, and not long afterwards he became the head of that concern.

The mills of the Rolland Paper Co. (of which he is the president), at Saint Jerome, are among the finest in the Dominion. They furnish employment to a large number of hands and are said to be the only mills in Canada where tub sized and loft-dried papers are manufactured.

Mr. Rolland has taken a very active part in municipal affairs. From 1872-1876 he was a member of the Hochelaga Town Council, and mayor from 1876-1879. On the annexation of Hochelaga to Montreal in 1882 he became a member of the Montreal City Council as alderman for the same Hochelaga ward until the close of the term of 1891. While chairman of the Finance Committee during the last years of that period, he discharged the duties connected with the position with such honest and skilful ability, that, having been defeated in his own ward of Hochelaga, on a labor question, at the elections of 1892, Alderman Shorey, considering how valuable his services were, at this time, to the presidency of the

green plush, and the furniture of black leather and Flemish oak, to harmonize. The interior, although simple, is effective and cool in appearance. On exhibition may be seen everything in the line of fountain pens, from the plain styles at \$2.50 and upwards, to the most elaborate pens, studded with precious stones. Among the latter are some remarkably fine productions. A miniature rubber-turning plant is also in operation, showing the great care in producing absolutely ink-tight barrels.

To those visiting Jamestown a call at the Waterman booth would prove both interesting and valuable.

The Musson Book Co. have just ready a Canadian edition of "The Lady of the Decoration," by Francis Little. This short novel was issued by the Century Co., in April, 1906, and at first the sale was very small. But it has increased on the merits of the book, until last month it was reported to be the best seller in the United States. The book tells the absorbing story of a young woman's life in a series of remarkably clever letters.

## BOOKSELLER AND STATIONER

### POOLE PUBLISHING CO. FAILS.

The Poole Publishing Company, Limited, Church St., Toronto, have been forced to cease business. The company assigned to Mr. Osler Wade, with liabilities from \$35,000 to \$10,000, and the assets run from \$25,000 to \$30,000. The company's business was that of manufacturing publishers, and they were engaged at the time of failure in publishing a Dominion of Canada Directory. It is said funds ran short and the company placed advertising contracts and orders for directories with the bank as collateral security for advances. The bank finally refused to advance money on contracts, and, because of financial stringency, the company was forced to the wall.

J. M. Poole, president of the company, has been unfortunate in several business ventures. He seems to have been lacking in practical ability to look after the details of his schemes, being fertile in ideas and a good promoter, but failing to carry out his plans to satisfactory issues. It is asserted that he has been able to interest a lot of prominent men in his company to the extent of several

very "smoothly" written. The following is an extract taken from it:

"This company has a paid-up capital of \$12,000. Its shareholders, in addition to prominent business men, include bankers, doctors, professors, ministers, and principals and teachers of colleges and schools. The expansion of business, to keep pace with Canada's growing time, calls for more capital. The company, therefore, now offers for sale 100 shares of its capital stock of the par value of \$50 each. With the increased capital thus afforded, the directors expect to be able to declare a dividend of 10 per cent on both the preferred and common stock at the end of the fiscal year. The result of the past three years' business, and the overcoming of the obstacles incidental to the thoroughly establishing of every business, demonstrates the ability of the management to achieve this result. The turnover for 1906 was \$60,000, being 50 per cent. increase over 1905. A similar increase is expected for 1907."

Mr. Poole, it is said, never employed a bookkeeper. He looked after that part of the business himself, espe-



The Waterman Exhibit at Jamestown Exposition.

thousands of dollars, as well as quite a number of his employes.

One of Mr. Poole's early ventures was the Consolidated Pulp and Paper Company, which assigned and left a number of unsecured creditors. The Poole-Stewart Co., Limited, or the Book Supply Company, was the next firm that Mr. Poole was interested in. This business was destroyed in the big fire of 1901, at a time, it is said, when it was on the verge of collapse. The Poole Publishing Company was then organized, with a capital of \$40,000, which was subsequently increased to \$100,000. The directors of the company were, John M. Poole, president; J. R. Johnston, secretary; William Goldie and E. T. Corkill, directors.

The building owned and occupied by the Poole Company, on Church street, is a three-storey structure, with quite a large frontage and, judging by the illustrations in the prospectus issued by them, it contains a well-equipped plant. They have a large stock room and bindery, and on the ground floor, two linotype machines.

It is not surprising that they succeeded in getting a goodly number of shareholders, for the prospectus is

cially the financial end of it. This department of the business seems to be all awry, and it is impossible to arrive at a clear state of affairs in Mr. Poole's absence. He has not been seen since the winding-up order was granted, and, it is understood, that he is somewhere across the border.

To what extent publishers in New York and elsewhere are involved is not known in the trade, but likely they have been watching matters closely and not allowing credit to any extent.

Mr. Percy Hutson, director of the Pictorial Post Card Co., Limited, London, England, publishers of "The Empire Series" of post cards, is at present on a business trip to America. He is booking orders from wholesale firms for next year's view cards, which he is offering to print at specially attractive prices. His firm are one of the few English houses using the gelatine process. According to Mr. Hutson, the post card boom in England has dropped and next year will witness a return to normal conditions.



# What Is Good Stationery Advertising?

By W. E. Ralph

Some post-summer lassitude must have permeated the bones of Canadian stationers, or I would certainly have been more successful in my attempt to locate a few stationery store ads. upon which to exercise my critical

## Wall Papers

This is a good time to re-decorate. Paper hangers and painters are over the Spring rush, and can give your orders prompt attention. Our stock of WALL PAPERS and DECORATIONS IS VERY COMPLETE, and invites inspection.

### CARLISLE BROS. & CO.

Carpets. Curtains.

We close Wednesday afternoons during July and August.

Tel 125 ST. PAUL STREET

**ST. CATHARINES**

"Wall Papers" is simple and quite common. But, be it remembered, its place in the newspaper was far from that occupied by anything with a similar title. Immediately "Wall Papers" caught the eye of any person who had such a subject at all in his mind, his interest was, to a certain extent, awakened. With the awakening of interest the duty of a heading is well done. Then follows a point which continues the interest that has been awakened by the headline. "This is a good time to re-decorate." That's a statement. Why is it a good time to re-decorate? Because "Paperhangers and painters are over the spring rush, and can give your orders prompt attention." Good argument, well put. On the whole, that wall paper ad. is all that could be desired. It has all the good points going to make up a good ad. of a general line of goods.

faculty. I recently went on a still hunt through about forty Canadian papers—both dailies and weeklies—and succeeded in finding but two likely ads., and one of the two was a wall paper ad. Hard luck! I shall have to get down to business without being able to produce many practical illustrations to work from.

What's the cause of business dullness, anyway? Wonder if some of it isn't due to lack of advertising? Wouldn't be surprised at all. One doesn't expect to see a stationery store ad. making as much of a splash as that of a big department store. Good thing, perhaps. The man who makes a great big splash sometimes gets lost in the spray.

Some ads. remind me of Coney Island. There you see the barkers who have yelled so loudly and consistently that they have no voices left to speak of—just a sort of an asthmatic wheeze like a fog-horn gone crazy. Retail advertising ought to be everlastingly fresh and new. It ought to be persistent, without any trace of staleness. It ought to hit a chord in some buyer's breast every time.

Take the wall paper ad. reproduced on this page. The title is bound to strike a human chord. As a man said in Profitable Advertising recently, "If you put the word 'Rheumatism' prominently at the top of an ad., it's bound to catch the eye of every man who is in the habit of feeling rheumatic pains." Same way with anything else. An eye-catching phrase is not much good unless it conveys a point of human interest.

## Quick Clear-Out of Sheet Music

Odds and ends of popular pieces, clearing at early closing price..... 2 for 5c

## Holiday Reading

Paper Books, back numbers of magazines, slightly rubbed sixpenny novels, mottoes suitable for summer cottages, etc. Clearing these at early closing price, 5c. each or..... 6 for .25

## Bibles Low Priced

Beautiful Pocket Bible—Clear type, good paper, French Morocco binding, red under gold edges, yapped, maps, silk book mark, Cambridge University Press edition. These handsome Bibles, Saturday, at early closing price..... .35

## Stationery

Pencils—Extra fine quality lead, H.B. grade, Clearing at, per dozen..... .9

Sphinx Lead Pencils—A finely finished high-grade pencil, of finest graphite. Nickel and rubber tip. Clearing at, per dozen..... .14

Victorian Writing Tablet—The best pad of 100 sheets (guaranteed) of linen paper for the money we know of. Large size. Each.... .7

Boxed Paper and Envelopes—Dainty stationery, in neat, attractive boxes. Clearing out odd-lots at early closing price, per box.. .9

—Main Floor—James Street—

We reproduce another ad. which was culled from the Brampton Conservator. It isn't a very good ad. In fact, it is not much more than a business card—and the address isn't given at that. It's an ad. of the indefinite variety, and could hardly be calculated to pull business.

It merely succeeds in telling the reader that T. Thauburn runs a Brampton Book Store, where certain things may be had. The word "Books" in type of about double the size, would have been a better heading.

In the stationery trade, leaders are as necessary a stimulant to trade as they are to dry goods establishments. Some people imagine that a leader must necessarily be an offer of something with all the profit off. Not by any means. Cut your profit down some on a slow selling line, and let the people know about it. Make a leader of it. Talk about it interestingly in a generous piece of advertising space. The main function of a reduced price leader is an advertising one. It's calculated to bring the people out. It's a slight concession to the bargain instinct and is sure to appeal to a large number of people.

Advertising talk about a reduced price leader should have a strong dash of economy argument in it. Especially in the case of a household article, such as crockery. It appeals to the money-saving instinct which forms an important part of every good housewife.

**Brampton  
Book  
Store**

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**Magazines**

A full line of popular magazines, weeklies and monthlies. Popular lines at popular prices.

-Fancy Goods	-School Supplies
-Leather Goods	-Books and Toys
-Wools and Embroidery Silks	
-Sporting Goods	
-Butterick's Patterns	
-Latest Novelties in Fancy Goods	

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**T. Thauburn, Brampton**

Take the T. Eaton Co. stationery ad., which we reproduce. It's a firm which doesn't believe in letting goods get moldy on the shelves. Incidentally, the ad. is a good example of an attractive layout. Headings, particulars and prices—all given thought and arrangement. Each heading is calculated to appeal to a certain class of buyer—and does it.

**A PRACTICAL ILLUSTRATION.**

A stranger visiting a city recently had occasion to buy a box of paper, ink and pens. He traveled along one of the business streets and was seen to pass two stationery stores without entering. He entered the third and bought about a dollar's worth of articles. When questioned why he had passed the first two stores, which were more convenient for him to enter, he replied that when buying any article in a strange town he always looked at the windows and if they were unclean he kept walking until he found an attractive store. He considered the chances of securing clean goods rather poor in

a store where the proprietor did not care for his windows. This is a simple hint which all stationers should observe.

**RIGHT OF WAY IN CANADA.**

A dramatized version of Sir Gilbert Parker's "The Right of Way" is being presented this month in Canada by one of Klaw & Erlanger's companies. The play is billed for Montreal the week of Oct. 7, Toronto, week of Oct. 14; Ottawa, Oct. 21, 22 and 23; Hamilton, Oct. 24 and 25, and London, Oct. 26. Booksellers in these cities should make it a point to have a good supply of the book on hand, as the presentation of the play will stimulate interest in Sir Gilbert's famous story.

**NOTES.**

Homer Merriam, head of the G. and C. Merriam Co., of Springfield, Mass., recently celebrated his 91th birthday in sound health. Though not actively managing the company, he still holds a large part of the capital stock.

James Morgan's "Theodore Roosevelt: the Boy and the Man," which has just been published by the Macmillan Co., is primarily a story for boys. Mr. Morgan has dwelt more fully than any other of the President's biographers on his early years.

The previously announced paper editions of "The Silent Places" and "The Blazed Trail," by Stewart Edward White, will be ready this month. In their tasty covers, these books should have a strong sale at 25 cents. McLeod & Allen are the publishers.

This month will witness the publication of the majority of the titles on William Briggs' autumn list. About the 15th will appear "The Halo," by Baroness von Hutten. On the 10th, "The Steeping Lady," by Maurice Hewlett, is due. "Mother," by Owen Wister, will appear on the 15th. "My Lady Caprice," by Jeffery Farnol, is also announced for publication on that date.

Mr. Campbell N. Moody, M.A., missionary in Formosa, has written a book entitled "The Heathen Heart," giving an account of the missionary work among the Chinese of Formosa, in which he raises many points of interest on the work of foreign missions generally. The book will shortly be published by Oliphant, Anderson & Ferrier.

Halliwell Sutcliffe is engaged on a new novel called "Toward the Dawn." It deals with life in the Yorkshire hills and moorlands during the first half and middle of the nineteenth century, and gives some striking characteristics of what was then a very isolated part of England. Mr. Murray is publishing the book.

M. W. Waitt & Co., of Vancouver, B.C., with over 13,000 square feet of floor space entirely taken up with their goods, and the most modern facilities for the handling of everything in their line, may justly claim to have in their new music house at 558 Granville street, one of the best establishments in Canada. Five big floors are taken up in the storing of phonographs and accessories, pianos, organs, music and everything that goes to make a complete music store. One of the features of the store is the system of handling the delicate phonograph records. Each is stored in a little receptacle, and these alone take up nearly two floors. Pianos of several standard makes, organs, and musical records occupy two more floors, and the fifth is used for a big repair shop. Altogether the store is a credit to the business enterprise of the firm.

**MONTHLY REPORTS  
FROM TRADE CENTRES**

**ST. JOHN, N.B.**

**Trade Conditions Satisfactory—A New Magazine—Improvements in Hall's Store.**

St. John, N.B., Oct. 1, 1907.

St. John dealers feel quite satisfied with the business of the past few months. The tourist trade this summer, it is stated, has been fully up to the mark of previous years, if not a little ahead. There was a good demand for souvenir goods, such as pottery, jewelry, books, etc., and stocks of these goods were pretty well depleted. Christmas goods are arriving now and will be made ready for placing on the counters.

A new magazine which has been issued in September is the New Brunswicker, and the booksellers are pushing the sales because it is a home product. The publisher is W. E. Skillen, of St. Martins, and the magazine is a very interesting and attractive periodical. Mr. Skillen aims at making the New Brunswicker a home magazine which will be found at every fireside in the province. Judging from the first number, if bright, clean, interesting reading matter will commend it to the people, it has come to stay.

Hall's bookstore is being improved by the addition of a large and roomy salesroom on the second floor. The new room will give Hall's about double their present store space.

The sale of souvenir post cards continues very heavy and the dealers predict that picture post cards will be increasingly popular for some time to come.

Douglas S. Biggs, the well known representative of Warwick Bros. & Rutter, of Toronto, was married on Sept. 14 to Miss Margaret E. Rodd, of Amherst. Miss Rodd was formerly in the stationery business in Amherst. They will make their home in the Nova Scotia town.

Rudy rd Kipling, who is now visiting Canada, has been invited to address the Canadian Club here, but it is not yet known whether or not he can do so.

Bedford Dixon, Thomas R. Anderson, J. H. Secord, C. C. Avard, Frank Cole, Henry Knapp and C. N. Beal are seeking incorporation as the Sackville Paper Box Company, with a capital of \$20,000.

J. & A. McMillan, of this city, have issued a very attractive booklet of views of interesting places about the city. The title is "Picturesque St. John, N.B." It is being sold by the principal booksellers.

M. O. Hammond, of the staff of the Toronto Globe, and Newton McFavish, of the Canadian Magazine, were in the city last month, in the interests of their publications.

**MONTREAL**

**Preparations for Christmas Trade—Some Good Books Issued to the Public—Trade Continues Active.**

Montreal, Oct. 3, 1907

Booksellers are busy and fall trade is in full swing. Since the public school openings, towards the beginning of last month, trade has been extremely active, beginning

with school books and other school requisites, and gradually branching off with the falling off of school books, etc., into regular fall supplies. All the merchants approached report having had an excellent season for school books and other necessaries required by school children. Just now merchants are making all necessary preparations for the Christmas and holiday trade. Christmas supplies, in the way of calendars and Christmas cards, etc., have been ordered, and most firms expect to have all lines in stock and on display on or about the first of November.

The tourist trade has been very satisfactory during the past summer season, large St. Catherine street stores and other local establishments reporting a big turnover in picture post cards and various lines of souvenir novelties.

The sale of fountain pens is on the increase year by year. It is seldom you see a business man without one. Further, doctors find this article quite a convenience in making out prescriptions while on their daily calls. Since the opening of the different colleges, in September, there has been a steady demand for all makes, especially of good manufacture. Of late the better pens have been in more request than formerly, the public in general are beginning to find that one good pen gives more satisfaction than three of a cheaper variety.

The picture post card business, while bringing good profits to the merchant, during the summer months, showed a very marked increase during the last few weeks. People returning from summer holidays are all some what busily occupied in sending souvenir cards to the numerous friends whose acquaintances they have made during summer vacation. The demand for local views has fallen somewhat behind of late. The feeling just now seems to be towards fancy novelty cards, and all cards pertaining to the holiday trade. Comic cards are expected to sell well from about the 15th till the end of the month.

In the book field, in retail realms, there is quite a large demand for "The Weavers," by Sir Gilbert Parker, published by Copp, Clark. "Satan Sanderson," by H. E. Rives, published by McLeod & Allen, is also quite active. This book promises to become very popular. "The Younger Set," by Robt. W. Chambers, published by McLeod & Allen, continues in splendid request. The Montreal News Co. have a very good thing in "Beatrix of Claire." "The Port of Missing Men," by Meredith Nicholson, still continues to have ready sales. There seems to be a renewed interest for Antonio Fogazzaro's works.

H. H. Hebb, traveler for the L. E. Waterman Co., Montreal, started towards the middle of the month on an extended business trip to the Pacific coast. Mr. Hebb is taking orders for the Christmas trade. He expects to return about the first of December, when he will immediately leave for St. John and Halifax. John N. Marley, with the same firm, has left on his fall and Christmas trip through Ontario. A. R. Whimby, also with above firm, will be leaving shortly, when he will work the Province of Quebec.

The John Britnell firm, booksellers, Toronto, have been granted a charter incorporating them as a limited company. The names of the charter members are: John Britnell, Alice Hasselman and Julia Emma Gardner, Sarah Britnell and George Macgregor Gardner. The company are to deal in new and second-hand books, engravings, pictures, bric-a-brac, curios, etc., the share capital of the company to be \$39,500, divided into 3,950 shares of \$10 each. The provisional directors of the company are Alice Hasselman, Sarah Britnell and George Macgregor Gardner.

## Some Thoughts on Giving Premiums

### Is It Advisable ?

Giving away premiums in order to induce the public to spend more money, and to spend it at a particular place, has come to be looked upon with considerable suspicion by many retailers. Possibly this suspicion has been caused by the at one time widespread prevalence of the universal trading stamp idea. The universal trading stamp as a means of giving premiums, quite naturally kills itself. If it is not altogether dead yet, it only exists in a senile state in a few communities.

The trouble with the trading stamp idea was that it universalized a plan which, for genuine success, must depend upon individual and somewhat spasmodic application. Suppose, for instance, there are a hundred merchants in a certain community. A trading stamp artist comes along with a plan to sell trading stamps to each merchant, and to furnish a certain line of gift goods to the customers of the merchants upon presentation of varying numbers of stamps. Eighty of the hundred merchants fall in with the plan. For awhile the eighty merchants do a little more business, at the expense of the twenty who refused to adopt the plan. But, before long, the eighty merchants begin to realize that they are losing money. This is quite natural, because the public, getting trading stamps almost everywhere, come to look upon them as a necessary part of every purchase they make. Instead of, as at first, looking upon them as a special gift to induce them to trade at a particular store, they realize that they can trade anywhere in the town and still get stamps.

When the buying public reaches this stage of opinion, the plan becomes a rank failure and a source of dead loss to every merchant concerned in it. It means that the cost of the trading stamps must be deducted from the profit of every article sold with a trading stamp thrown in, without the least corresponding increase in the volume of sales. The universal giving away of a premium, uniform in the case of the majority of a community's merchants, defeats itself because of its very uniformity.

But although the trading stamp plan is so obviously a failure, the plan of occasionally giving away a premium of some real value, is a very sure way of increasing the sales of individual merchants. Premium giving is acquiesced in even by merchants who loudly decry it. The cash discount which a retailer gets by paying his jobber's or manufacturer's account within the specified time, is, in essence, a premium given by the wholesaler to the retailer. It is an obvious fact, that if a retailer who keeps a fairly good cash balance at his bank, had to choose whether he would buy from a wholesaler who gave a discount for cash, or from one who did not, he would choose the former. So that every retailer who has ever taken advantage of a cash discount allowed by a wholesaler, is virtually a believer in the system of premium giving, whether he admits it or not.

In the fancy goods trade, there is a good opportunity to work the premium method. In the first place there is no widely advertised standard retail price affixed to the majority of articles coming under this head. Each merchant makes his own price, according to what the goods cost him. This being the case, a fancy goods merchant who thinks of offering his customers a premium inducement has an opportunity to fix his prices so that he

makes a reasonable profit on every article sold. Unless he does this, his premium plan will net him a loss instead of a gain.

Some skeptics might here say that that would be practically swindling the customer by making him believe he was getting something for nothing when he was actually paying for the premium by an increased price of the purchased article. Not by any means. The public is not such a gull that it can long be deceived by any such a scheme. That was one of the blows which killed the trading stamp. But it is absolutely necessary for a merchant to make a profit in any case. And when he is giving something away he must make doubly sure that his calculation of cost is absolutely correct, for what he is giving away is a fraction of his profit. And before giving away a fraction of his profit he must of necessity assure himself that he is really making a profit.

Here is a premium plan now being conducted by a country town stationer. This dealer issues, upon request, cards which will be punched with the value of all souvenir post cards bought by the customer. When this value aggregates \$2, the customer is entitled to a post card album worth 25 cents. For \$3 the album is worth 50 cents; for \$4, a 75-cent album, and for \$5 a \$1 album.

Now, this dealer is the only man capable of judging what he is making in the way of profit when he gives away a dollar article for five dollars' worth of trade in other articles, because he only knows the cost of the articles for which he has received \$5, and of the article which he has given away, stated to be worth \$1. Probably he has made a certain cut in his profit, which he is more than making up by increased sales of post cards, induced by the offer of the premium. But he must be sure of his cost calculation, to begin with.

It is undoubtedly a fact that the premium is a great trade builder. It is also undoubtedly a fact that "Too much of a good thing's good for nothing." In giving premiums it would be wise to limit the time during which customers could take advantage of them, and to give a really genuine article when you give anything. If a customer gets a premium and finds it not as represented, he will be highly offended, even if he did get the article for nothing; even the elemental human desire to get something for nothing may not induce him to take advantage of any future premium offers by the store which has deceived him.

### A NEW CARD GAME

An interesting new card game called "Politis" is being put on the market by Miller & Gould, 605 Pullman Building, Chicago. The game, as may be surmised, has to do with politics and the players are out after votes. There are 52 cards, representing the states and territories of the union and these are divided into four suits, each suit representing 119 electoral votes. On each card appears the seal of the state and the emblem of the party, which will denote the suit. The value of the card also appears. The game is said, by those who have tried it, to be exciting, and a good sale should be enjoyed.

# Editorial Chronicle & Comment



## THE POOLE FAILURE.

No apprehension need be felt in trade circles that the failure of the Poole Publishing Company, of Toronto, is an indication of general weakness in the publishing business in Canada. The history of the various enterprises in which Mr. Poole has at different times been interested disclosed a similar outcome in every case. The fact that he has been unfortunate in his undertakings during times of undoubted prosperity, is a sufficient proof that the present failure has not been due, primarily, at any rate, to any general weakness in the publishing business. All the other publishing houses in Toronto are in a satisfactory condition and report excellent business.

## THE VALUE OF TACT.

The dealer who is able to use even an ordinary amount of tact is in possession of one of the greatest gifts which spells success. Tact and talent are often confounded as one and the same thing, but they are totally different, tact being as superior to talent as sunlight is to torchlight. How many people do we meet every day who possess talent without tact and are not a success. On the other hand, we see individuals on every side who have no talent worth speaking of, but are successful in every undertaking because they possess that indefinable something called tact.

Scargill says: "Tact is useful in all places and at all times. It is useful in solitude, for it shows a man his way into the world; it is useful in society, for it shows a man his way through the world. Talent is power, tact is skill; talent is weight, tact is momentum; talent knows what to do, tact knows how to do it; talent makes a man respectable, tact makes him respected; talent is wealth, tact is ready money; for all the practical purposes in life, tact carries against talent ten to one. Talent may obtain a living, tact will make one. Talent gets a good name, tact a great one. Talent convinces, tact converts; talent is fit for employment, but tact is fitted for it. It has a knack of slipping into a place with a silence and glibness of movement, as a billiard ball insinuates itself into the pocket. It can be at all points of the compass, while talent is ponderously and learnedly shifting a single point. Talent toils for a posterity which will never repay it; tact throws away no pains, but catches the passion of the passing hour.

Talent builds for eternity; tact on a short lease, and gets good interest. Tact is useful, portable, applicable, always alive, always alert, always marketable; it is the talent of talents, the availableness of resources, the applicability of power, the eye of discrimination, the right hand of intellect."

Without tact a dealer cannot hope to be greatly successful. It is one of the chief necessary qualifications. Possess it if you can.

## THE BOOKSELLER'S WATCHWORD

We hope every Canadian bookseller has adopted the watchword suggested by us last month as his motto for the approaching Christmas campaign. "Books for Christmas" should sound forth from every book shop and every newspaper should bear the same legend. We want to see the bookseller receive his just due this fall. His mission is a good one. The generality of his literary wares are highly beneficial to the people and in urging liberal purchases of books for Christmas he is doing much to build up the prosperity of the country. Let him not grow weary or careless, but keep everlastingly sounding forth his watchword. When the public begins to understand that books are a popular gift, his reward will come.

## CLAIMS FOR SHORTAGE.

When an order is filled in a manufactory or wholesale house the goods are checked over very carefully to see that nothing is missing. The ensemble often includes a wide variety of materials and articles, and occasional errors are, perhaps, excusable. However, we have been told of instances where retailers claimed shortage, and while they waxed indignant at the request of the wholesaler that another search be made, the goods reposed snugly in the bottom of packing cases that had been thrown into their cellars. Not long ago a traveler for one of the prominent wholesale houses (dry goods) was informed by a customer that a bolt of a certain material which he ordered had not been received. Because at first mention of the matter another bolt was not sent along, without question, the retailer induced himself to believe that the house doubted his word, and he was, in consequence, pretty hot under the collar. He saw the goods unpacked himself and knew positively just what was there and what was not. The traveler suggested that they

both go and take a look at the case in which the missing bolt was supposed to have come. The merchant ridiculed the idea, and it was not until the next day that he agreed to go into the cellar, and then only because the traveler said he might like to purchase some packing cases for his firm. *To get at once to the point, the goods were found, for they had never been taken out of the case.*

Instances of this kind may be rather unusual, but that they do occur at all is sufficient warrant for our calling attention to them. As goods are removed the paper with which packing cases are lined falls in, and a little carelessness is liable to result in some article being overlooked, with a consequent claim for shortage.

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**THE BOOKS THAT SELL.**

Despite the constant complaint of tight money, publishers report satisfactory sales of books this fall. The fact that money for industrial purposes is scarce, need not mean that the pocket money of the public is scarce and we take it that there is plenty of money in the hands of booklovers to be spent on the purchase of books. Probably the book of most interest to Canadians at the present time is Sir Gilbert Parker's new novel, "The Weavers." Canadians have a just pride in the literary success of Sir Gilbert and this, his latest work, will be eagerly sought after for the next few months at any rate. A growing interest in the work of the new English novelist, William De Morgan, is noticed. His "Joseph Vance" has already been issued in a Canadian edition, and his "Alice for Short" is announced for immediate publication. The high literary quality of his writing and his admirable characterization make his work a genuine treat. Another notable book of the day is "The Younger Set," by Robert W. Chambers, which has enjoyed a splendid sale since its publication in August.

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**BRITISH PUBLISHERS AND CANADA.**

In this number quite a large representation of the publishers of the Old Land make announcement of their autumn books for the benefit of Canadian dealers. The lists will be found to be full of useful information about books that are particularly suited to this market. It is unnecessary to remind our readers that Canada must look to the Mother Country for a great deal of her literary provender and that the publications produced here, distinguished as they are by a high literary tone and fine workmanship, need only be shown to Canadian readers, to be instantly desired. The remarkably cheap editions of classics and standard works, for example, are unsurpassed, and we consider the booksellers here indifferent to their interests, if they fail to show such books as these.

The interest being taken by British publishers in Canada is gratifying and it is our hope that the trade in Canada will afford them that measure of support

which we believe they deserve. As the country develops and the demand for books increases, probably many more publishers will see their way clear to establish branches here.

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**START CHRISTMAS SELLING EARLIER.**

The Christmas season tries the facilities of most stores very severely, and the great majority of merchants feel that if they could extend the holiday rush over a little longer period they would do a good deal larger business, and handle it with much more satisfaction to their customers, and, consequently, to themselves. It can be done. In most cases active selling does not commence until the first week in December, or later, and the congestion of trade that follows is well known to everyone. Is there any good reason why you could not attract brisk buying the last week in November? Numbers of other retailers have done so, and you can, too. The Christmas spirit will have permeated the atmosphere by that time, and it rests with you to stir it up. Advertising and display are the chief mediums through which this may be accomplished. Devote your newspaper space to Christmas goods, and emphasize the advantage of buying early, when selections can be made more comfortably and while assortments are unbroken. Make the windows and interior co-operate with the ads. If you can evolve some idea to interest the children in your store it will help very materially.

It is not too early to think of the Christmas trade. Lay your plans now and resolve that your facilities shall be much better this year than ever before.

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**A GENEROUS OFFER.**

Readers of this paper should note the offer made to them on page seven of this issue. It is, we consider, a generous offer, and we hope that many of our readers will take advantage of it. Lest you may misunderstand its meaning, allow us to make a further explanation. We are offering to insert free advertisements because we want to establish a department of condensed advertising on a satisfactory basis. Half a dozen ads. are all right enough in their way, but if we had a page of them, much more interest would be aroused because of the diversified nature of their contents. The usefulness of the department will be increased in proportion to its growth in size and its extended scope. Our aim is to make it a clearing house for goods, and we would urge our readers to make the utmost use of it for this purpose.

Suggestions as to the value of condensed advertising will be found on page nine of this issue. Consider these carefully and note the various ways in which you can make use of a condensed advertisement. Books wanted, books for sale, help wanted, post cards for exchange, businesses for sale—all these are subjects which can profitably find a place in the department. We again ask our readers' assistance in setting this department on a satisfactory footing.

# Important Holiday Books

Selected from Reilly & Britton's new 40-page catalogue, a copy of which will be sent on request

**OZMA OF OZ** By L. Frank Baum, author of *The Wizard of Oz*. The most gorgeous children's book ever published. In this story Mr. Baum tells more about Little Dorothy, the Scarecrow, the Tin Woodman and all the old favorites--and introduces Tiktok, the Machine man, the Wheelers, the Yellow Hen, the Nome King, and the Hungry Tiger. Nearly 150 pictures, most of them in many colors, by John R. Neill. 8vo, 280 pages. Extra cloth binding, handsomely decorated in four colors. \$1.25.

**POLICEMAN BLUEJAY** By Laura Bancroft. A nature story in fairy tale form. Twinkle and Chubbins, made famous in *The Twinkle Tales*, are transformed into little birds with human heads and live in the forest, learning much of our feathered neighbors. Many colored illustrations by Magnel Enright. 8vo. Attractive pictorial cover. \$1.00.

**MASKLETS** Designed by W. M. Rhoads, designer of Roasts, Toasts, Washee Washee Laundry List, etc. Text by Wilbur D. Neabit. Prose and poetry. Full of humor and quaint philosophy. Aptly illustrated by Albert Olson. Bound in boards with colored cut-out inlay. Printed in colors throughout. 75c.

**POKER, SMOKE AND OTHER THINGS** Designed by W. M. Rhoads. Text by Percy Hammond and George C. Wharton. Illustrated humorously by Albert Olson. A scientific and burlesque book on poker, including a fine collection of toasts, charming quotations about tobacco and smoke, hints for "after-the-game" lunches, recipes for drinks, etc. Small 12mo. Printed in bright colors. Crimson crash binding, elaborately decorated. 75c.

**SHAKESPEARIAN FAIRY TALES** By Fay Adams Britton. First steps for little folks in Shakespeare. Contains eight of the plays retold in fairy tale fashion, suited to the minds and imaginations of little tots. Beautifully illustrated in colors and black-and-white by Clara Powers Wilson. 12mo. \$1.00.

**FATHER GOOSE'S YEAR BOOK** By L. Frank Baum. The first book for grown-ups by the author of *The Wizard of Oz*, *Ozma of Oz*, etc. Quaint quacks and feathered shafts in prose and verse. Fresh, bright and witty. Humorously illustrated by Walter J. Enright. Blank spaces for notes for every day in the year. Green crash buckram binding, with poster inlay. \$1.00.

**LITTLE JOHNNY AND THE TEDDY BEARS** The funniest pictures imaginable in bright colors, by J. R. Bray, and ridiculous rhymes by R. D. Towne, editor of *Judge*, set forth the uproarious adventures of six little stuffed Teddy Bears who came to life by means of a wonderful elixir, and with Johnny got into and out of all kinds of mischief. 14 1/2 x 10 1/2 ins. Printed in many colors. 60c.

**RECIPES: MY FRIENDS' AND MY OWN** Contains 175 pages which are blank except for the 14 ornamental department headings by Louise Perrett. Tinted paper with good writing surface. Printed in two colors; crash buckram binding; indexed; fancy ribbon bookmark. Boxed, \$1.25. Flexible leather, gold edges, \$2.50.

**THE AUNT JANE BOOKS** Aunt Jane's Nieces, and Aunt Jane's Nieces Abroad, by Edith Van Dyne. Wholesome, yet interesting books for girls, which have been praised as being a decided step forward in girls' literature. 12mo. Uniform binding, gold stamping, colored inlays. \$1.25 each.

**THE SAM STEELE BOOKS** Sam Steele's Adventures on Land and Sea, and Sam Steele's Adventures in Panama, by Capt. Hugh Fitzgerald. These boys' books are out of ordinary. The youthful hero has adventures in many parts of the world and the stories provide accurate information, together with stirring adventure, which will broaden the knowledge and imagination of any boy reader. 12mos. Uniform binding, stamped in three colors and gold. \$1.25 each.

**SWEETHEARTS ALWAYS** The most beautiful gift book published. A collection of the best love poems of famous and minor poets, illustrated with delicate colored chalk drawings by Fred S. Manning. Eight of these remarkably beautiful pictures are reproduced in from four to eight printings. Large quarto. Bound in extra fancy cloth, stamped in gold and white with an inlay of one of Mr. Manning's most charming ideal heads. Text printed throughout in two colors. Daintily boxed, \$2.00. Edition de luxe, full flexible Morocco, \$4.00.

**MY LADY'S RECIPES** Designed by Clara Powers Wilson. A beautifully illustrated and ingeniously arranged file for favorite recipes. A violet-colored cloth portfolio, contains 100 lavender blank cards, 9 x 5 inches in size. Fourteen divisions of these are made by index cards, as "Soups," "Fish," etc. Each index card bears an appropriate quotation, and is illustrated with a characteristic picture, printed in four colors. The blank cards are to be filled with recipes and properly indexed. \$1.50.

**THE TWINKLE TALES** By Laura Bancroft, are six charming stories for children, embracing the following titles: *Prairie-dog Town*, *Mr. Woodchuck*, *Bandit Jim Crow*, *Twinkle's Enchantment*, *Prince Mud-Turtle*, and *Sugar-Loaf Mountain*. Each book contains 16 full page pictures in colors, by Magnel Enright. Square 16mo. Art linen binding, decorated in many colors. 50c each.

**THE SUNBEAM BOOKS** Three tiny vols. in gay bindings. Their small size and attractive appearance delight the littlest folk. Illustrated with colored pictures. *Little Farmers* (a story of an ant), by W. O. Krohn. *Little Stories of Our Country*, by John Hazelden (George Ade); *Little Rhymes and Jingles*, by Amalie Hoefler. 18mos. Three books in a bright-colored box. 60c.

**A BOOKLOVER'S NOTES** Designed by Louise Perrett. A most convenient volume, the pages of which are blank except for a number of bookish quotations done in illuminated hand-lettering and the beautifully colored division headings "Books Read," "Books I Want to Own," "Books Loaned," etc. The illustrations in colors--red, green, black and gold--copy the old Missal style. Size 5 x 7 inches. Bound in antique, illuminated, bevel-edge covers and printed on dainty paper. Handsomely boxed. \$1.25.

**THE TEDDY BEAR BOOKS** Eight titles. Each book contains 16 pages in lively colors with captivating pictures and jingles full of fun and frolic. By J. R. Bray and R. D. Towne. Stinking colored covers. Size 5 1/2 x 7 inches. 20c each. The set boxed, \$1.65.



Canadian Trade Supplied by COPP, CLARK CO., Ltd., Toronto

## NEWS OF THE BOOK WORLD

### BEST SELLING BOOKS.

The best sellers for Canada and the United States are recorded herewith. "The Younger Set," which leads the Canadian list, has had a remarkably large sale. A Canadian edition of the United States favorite, "The Lady of the Decoration," has just appeared.

#### Canadian Summary.

1. The Younger Set. By R. W. Chambers
2. Cruise of the Shining Light. By Norman Duncan
3. The Brass Bowl. By Joseph Vance.
4. The Traitor. By Thomas Dixon, Jr.
5. Satan Sanderson. By Hallie E. Rives
6. Captain of the Kansas. By Louis Tracy

#### American Summary.

1. The Lady of the Decoration. Little, Century Co.
2. The Traitor. Dixon. Doubleday Page.
3. Satan Sanderson. Rives. Bobbs Merrill
4. The Brass Bowl. Vance. Bobbs-Merrill
5. Alice-for-Short. De Morgan. Holt.
6. Beatrix of Clare. Scott. Lippincott

### CANADIAN NOTES.

"The Mistress of Bonaventure," by Harold Bindloss, is now on the market with the McLeod & Allen imprint.

McLeod & Allen announce that the first Canadian edition of "Empire Builders," by Francis Lynde, is completely sold out.

"Minkie" is the title of Louis Tracy's new book, announced for publication this month by McLeod & Allen. It is a holiday book.

"The Loves of Pelleas and Etarre," a book of delightful love stories, by Zona Gale, was published on September 25 by the Macmillan Co.

Robert E. Knowles' new Christmas book, entitled "Dawn at Shanty Bay," is announced for publication on November 1, by the Oxford University Press.

A handsome book just ready at the Oxford University Press is Margaret E. Sangster's "The Queenly Mother," beautifully bound, illustrated and boxed (\$1.50 net).

The Canadian edition of "The Crimson Conquest," by Charles B. Hudson, a story of Pizarro's conquest of Peru, is now ready, with the Musson Book Co.'s imprint.

Arrangements for the publication of a Canadian edition of "The Helpmate," by May Sinclair, author of "Divine Fire," are being made by the Copp, Clark Co.

Madame Albanesi's new novel will bear the title, "Love-in-a-Mist," which, it seems, is the name of a flower. The Copp, Clark Co. will bring it out a little later in the season.

"Quicksands" is the appropriate title of the new temperance novel by J. A. Stewart which the Copp, Clark Co. are to issue this month. The title was not announced last month.

"Light-Fingered Gentry," by David Graham Phillips, and "Beth Norvell," by Randall Parrish, are now ready

for delivery at William Briggs'. These are two of the best books on his list.

The Oxford University Press, Toronto, have arranged for a Canadian edition of "Sadie," a novel by Carl Edwin Hartman, a nephew of the railway magnate, E. H. Hartman. It will be ready shortly in an edition at \$1.25.

The Copp, Clark Co. announce that the first edition of "The Weavers," by Sir Gilbert Parker, is being taken up rapidly. In fact, it is selling so quickly that they are making preparations to issue a second large edition at once.

The Copp, Clark Co. have now ready "The Count's Chauffeur," by William le Queux, "A Colonel from Wyoming," by John Alexander Hugh Cameron, "A Fatal Dose," by F. M. White, and "A Trampled Cross," by Joseph Hocking.

"The Call of the Deep," by Frank T. Bullen, which the Copp, Clark Co. are to publish shortly, is a continuation of that author's earlier book, "The Adventures of Frank Brown," and carries the reader forward in the life of that hero.

The Westminster Co. will have ready for publication this fall the long-promised life of the late Dr. Robertson, superintendent of Home Missions in the Presbyterian Church, on which Rev. C. W. Gordon, (Ralph Connor) has been engaged for some time.

"Alice-for-Short," the new novel by William de Morgan, author of "Joseph Vance," will be ready almost immediately in a Canadian edition at \$1.25. The Oxford University Press are the publishers. "Joseph Vance" is reported to be selling extremely well.

The Macmillan Co. announce that Agnes and Egerton Castle will shortly have ready a new story, entitled "My Merry Rockhurst." The Castles are known as rapid workers, yet it is more than two years since their last book, "If Youth but Knew," was published.

A phenomenal sale of Robert W. Chambers' "The Younger Set" is reported by McLeod & Allen. The first edition is now completely exhausted, the sale of the book having totalled a thousand copies a week since the date of publication. For Canada, this is a remarkable showing.

"The Daughter of Anderson Crow," by George Barr McCutcheon, was published by William Briggs on the first of the month. Other books now ready are, "The Heart of Jessy Lawrie," by Amelia E. Barr, "Delicia," by Marie Corelli; "The Revelations of Inspector Morgan," by Oswald Crawford, and "Captain June," by Alice Hegan Rice.

The bulk of McLeod & Allen's autumn fiction will be ready for delivery this month. The list includes "The Fruit of the Tree," by Edith Wharton, "The Apple of Discord," by E. A. Walcott, author of "Blindfolded", "The Romance of an Old-Fashioned Gentleman," by F. Hopkinson Smith, "The Best Man," by Harold MacGrath, "The Lion's Share," by Octave Thanet, "The Heart Line," by Gelett Burgess, and "His Wife" by Warren Cheney, author of "The Challenge."



## British Publishers' Announcements

Autumn, 1907

Once again it falls to our lot to publish the fall announcements of the leading British publishers. It will be found on consulting the following pages that the publishing houses in the old land are continuing to produce many books of unsurpassed merit, books which cannot be produced elsewhere. Canada still looks to the Old Country to supply these books and it remains for the publishers of Britain to make them known to the trade here. For the convenience of our readers, the outstanding features of each firm's list are recorded hereinafter.

**Sir Isaac Pitman & Sons, Limited.**

A splendid two-volume edition of Boswell's "The Life of Samuel Johnson, LL.D." is announced in Pitman's fall list. This edition has been newly edited by Roger Ingpen, and contains over 560 illustrations. At 18s net it is a remarkable offering.

In Pitman's Colonial Library there appears Robert Hugh Benson's sensational and dramatic new novel, "Lord of the World," and a new story by Frances M. Brookfield, entitled, "My Lord of Essex." Pitman & Sons publish all Robert Hugh Benson's novels in this edition.

A book of interest to Canadians is "Farmer George," by Lewis Melville, telling the story of the court and domestic life of King George III. It contains two-colored frontispieces and forty-eight portraits.

The life, letters and diaries of Shirley Brooks, at one time editor of Punch, form the subject of a biography by George Somes Layard. It contains eight full-page plates and twenty-two other illustrations.

"The Future Life and Modern Difficulties," by Rev. F. Claude Kempson, "The Book of the Child," by F. D. How, and "Over the Border," by Robert Barr, are good titles to select from Pitman's list.

"The World's Commercial Products," being a descriptive account of the economic plants of the world and their commercial use, profusely illustrated, is one of the kind of books in which Sir Isaac Pitman & Sons specialize. Catalogues of these business and commercial books should be in every bookseller's possession.

**Amalgamated Press, Limited.**

The Amalgamated Press, through their Canadian representative, J. R. Irwin, 22 Yonge St. Arcade, Toronto, are making a strong bid for business in their "Daily Mail" 15-cent novels, a series of fiction tastefully printed and bound, which includes books by many noted authors.

Among the novels already issued are "My Sword for Lafayette," by Max Pemberton, "Vivien," by W. B. Maxwell, "The Woman with the Fan," by Robert Hichens, "Hetty Wesley," by A. T. Quiller-Couch, "The Gate of the Desert," by John Oxenham, "Miranda of the Balcony," by A. E. W. Mason.

A long list of books forthcoming is also announced, including "The Call of the Blood," by Robert Hichens, "The Guarded Flame," by W. B. Maxwell, "The Stark Munro Letters," by A. Conan Doyle, "The Bath Comedy," by Agnes and Egerton Castle, "A Gentleman of France," by Stanley J. Weyman, etc.

A free specimen copy of one of these books will be sent to any bookseller on application.

**L. Upcott Gill.**

L. Upcott Gill makes a specialty of technical books, which convey practical information on various subjects,

such as horticulture, fishing, farming, photography, shooting, sailing, etc. A reference to the list of books, recorded in his advertisement on another page of this issue, will give an idea of the scope and character of his publications. Catalogues will be supplied on application and booksellers are urged to secure copies for reference purposes.

**Blackie & Sons.**

This important publishing house are, as usual, well to the fore with a splendid list of boys' books and other juveniles. They are pushing their handsome "Children's Annual," which is among the most attractive publications of its kind. The stories and pictures in it are specially selected and are the best procurable. Stories by Evelyn Sharp, Mrs. Molesworth and L. T. Meade appear in this year's volume.

The list of boys' books this year is a strong one. Captain Brereton, who in a large measure has taken the place vacated by Henty, contributes two stories, "With Wolsey to Kumasi," a story of the First Ashanti War, and "Jones of the 61th," a tale of the battles of Assaye and Laswaree. Alexander Macdonald has written "The Pearl Seekers," a story of adventure in southern seas, and "The Quest of the Black Opals," a story of adventure in the heart of Australia. A New Guinea story, entitled, "The Great White Chief," is contributed by Robert M. Macdonald. Harry Collingwood has written, "With Airship and Submarine," and David Ker tells a good tale in "Under the Flag of France."

Other noteworthy juveniles are, "The Story of the Weathercock," by Evelyn Sharp; "The Child's Christmas," by Evelyn Sharp; "The Rhyme of a Run," by Florence Harrison, and "Heroic Legends," by Agnes G. Herbertson. All are beautifully illustrated.

**Methuen & Co.**

Methuen & Co. announce a strong list of fiction for publication this fall, including novels by a number of prominent writers of the day. The list is headed by Elizabeth Robins' new story, "The Convert." Other titles are, "The New Religion," by Maarten Maartens; "Major Vigoureux," by A. T. Quiller-Couch (Q.); "The Folk Afield," by Eden Phillpotts; "The Privateers," by H. B. Marriott Watson; "Name of Garland," by W. Pett Ridge; "The Girl and the Miracle," by Richard Marsh; "The Quest of Geoffrey Darrell," by Adeline Sergeant; "A Mother's Son," by B. and C. B. Fry, and "The Great Skene Mystery," by Bernard Capes.

A new and uniform edition of the chief works of Oscar Wilde is in preparation. The books are reprinted from the latest editions, issued under the superintendence of the author, and in many cases they contain his last corrections. They are published by the authority of his literary executor, and will be sold in sets only.

This autumn the first volume of a complete translation in four volumes of Alexander Dumas' famous collection of celebrated crimes is to appear, with the title, "The Crimes of the Borgias and Others." No complete edition of this wonderful book has ever been issued in English before.

A number of books of travel and description are to appear this season, notably, "Scotland of To-day," by T. F. Henderson and Francis Watt, "Norway and its Fjords," by M. A. Wyllie, "Indian Impressions," by Walter Crane, "The Complete Mountaineer," by C. D. Abraham, and "The Complete Shot," by G. J. Teasdale-Buckell.

# MESSRS. METHUEN'S ANNOUNCEMENTS

LONDON, ENGLAND

AUTUMN, 1907

**FICTION**

- Elizabeth Robins ..... **THE CONVERT**  
 Maarten Maartens ..... **THE NEW RELIGION**  
 Wymond Carey ..... **LOVE THE JUDGE**  
 W. Pett Ridge ..... **NAME OF GARLAND**  
 Eden Phillpotts ..... **THE FOLK AFIELD**  
 Bernard Capes ..... **THE GREAT SKENE MYSTERY.**  
 H. B. Marriott Watson... **THE PRIVATEERS**  
 M. E. Francis ..... **HARDY-ON-THE-HILL**  
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 "Q." ..... **MAJOR VIGOUREUX**  
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**GENERAL LITERATURE**

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Messrs. Methuen have much pleasure in announcing that they will soon commence the publication of a uniform edition of the chief works of Oscar Wilde. The books are reprinted from the latest editions issued under the superintendence of the author, and in many cases they contain his last corrections. They are published by the authority of his literary executor. Sold in sets only, of fourteen volumes, 12s. 6d. net per volume on handmade paper, 42s. net per volume Japanese vellum.

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**Cassell & Co., Limited.**

Cassell & Co.'s most important effort this season is undoubtedly the publication of the first series of volumes in their new People's Library. The books in this library will be found to be marvels of the bookmaker's art, at the prices at which they are produced. Measuring 7 1/2 inches by 1 1/2 inches, and printed in a large size new face of type, never before used in England, they sell in cloth binding at 25 cents, and in leather binding at 50 cents. Twenty-five titles are ready for the Christmas trade and are now in stock at Cassell & Co.'s Toronto warehouses.

Among the early titles in the Library are, "Treasure Island" and "Kidnapped," by Robert Louis Stevenson, "Adam Bede," by George Eliot, "East Lynne," by Mrs. Wood, "Essays of Elia," by Charles Lamb, "A Tale of Two Cities," by Charles Dickens, "Ivanhoe," by Sir Walter Scott, "Westward, Ho!" by Charles Kingsley, "The Scarlet Letter," by Nathaniel Hawthorne, "The Cloister and the Hearth," by Charles Reade, etc.

Quite a long list of fiction is included in Cassell & Co.'s fall list, including "Kate Meredith," by C. J. Cutcliffe Hyne, "The Slanderers," by Warwick Deeping, "Golden Morn," by H. A. Hinson, "The Admirable Davis," by Ronald Legge, "Betina Beguiled," by Eleanor Hoyt Brainerd, "The Heiress of Densley Wood," by Florence Warden, "Through Wintry Terrors," by Dora Sigerson Shorter, "The Plains of Silence," by Alice and Claude Askew, "Four Men with a Van," by R. Andom, etc.

An examination of Cassell & Co.'s fall list of general volumes discloses many interesting titles, such as "Trees and Their Life Histories," by Percy Groom, "The Royal Family, by Pen and Camera," by Sarah A. Tooley, "The House Beautiful and Useful," by J. H. Elder-Duncan,

"The Romance of Medicine," by R. C. Macfie, "The Romance of the Salvation Army," by Hulda Friederichs, "The New Book of the Dog," by Robert Leighton

**Oliphant, Anderson & Ferrier.**

These Scottish publishers again announce quite an extensive list of books, many of a religious character, which will be of considerable interest to booksellers catering to this class of trade. Their publications can always be relied upon to be authoritative and scholarly, and, in point of printing and binding, their books are excellent.

"Tangible Tests for a Young Man's Faith," is a new work by Albert G. Mackinnon, a young Canadian divine, who is in charge of a church in Scotland. It is a simple, yet strong appeal to the young men of to-day.

"China in Legend and Story," is an important volume from the pen of C. Campbell Brown, formerly Davis Scholar of Chinese at the University of Oxford, and for ten years resident in China. It is well illustrated and conveys a good idea of China as it really is.

A useful book for Bible students is a work by Dr. James M. Gray, author of "Synthetic Bible Studies," entitled, "How to Master the English Bible."

"A Mission in China," by W. E. Southall, well illustrated, and "Christian Plants on Pa-an Soil," by Campbell N. Moody, are two new books touching missionary life in the east.

A number of sixpennies, appearing in the list, have the following titles: "The Daily Cross," by Alexander Whyte, "The Four Words of the Great Ministry," by John G. Traut, "The Religious Significance of Home," by G. A. Johnston Ross, "Hope—the Heart's Unbroken String."

by John A. Hutton; "The Light that Saves," by John Kellman, D.D.; "The Responsibility of God," by Ambrose Shepherd; "Divine Renewals," by James G. Gould; "The Universal Cross," by John Hunter, and "Aspirations and Ideals," by Newell Dwight Hillis.

**W. & R. Chambers.**

W. & R. Chambers & Co., London and Edinburgh, announce quite a number of books for boys and girls this year, that have most attractive titles. For the girls the ever-popular Mrs. L. T. Meade provides no less than three stories, "A Girl from America," "Three Girls from School," and "The Scamp Family," while G. M. Fenn and John Emmemore write two splendid boys' books, called, respectively, "Trapped by Malays," and "Three School Chums."

Other juveniles on the Chambers' list include books by May Baldwin, Andrew Home, Eliz. W. Grierson, Gordon Stables, Raymond Jacherns, M. Quiller-Couch and Alice T. Curtis.

W. R. Chambers also announce an entirely new cyclopaedia of quotations, containing 773 pages, at 3s-6d net, as well as Stokes' "Cyclopaedia of Familiar Quotations," with a complete general index and an index of authors.

**George Bell & Sons.**

George Bell & Sons are publishers of a number of series of books, which on account of their character and price, will undoubtedly interest the Canadian trade. For example, their York Library, to which reference has been made before in these pages, aims to reproduce in convenient form all the titles that have been issued in the celebrated Bohn's Library, which the same firm publishes.

Their miniature biographies of writers, painters and musicians are delightful little books, selling in cloth binding at one shilling, and in limp leather at two shillings. Browning, Chaucer, Coleridge, Dante, Shakespeare, Milton, etc., appear among the biographies of writers; Tadmara, Burne-Jones, Hogarth, Landseer, Reynolds, Millet, Angelo, etc., among the painters, and Bach, Beethoven, Chopin, Gounod, Wagner, etc., among the musicians.

Mention might also be made of Bell's Indian and Colonial Library of copyright fiction, which now embraces over 750 novels. These are issued in paper at 2s-6d, and in cloth at 3s-6d.

Among this fall's books are "The Peter Pan Picture Book," containing the story of Peter Pan, retold by Daniel O'Connell, from the play by J. M. Barrie, with 28 illustrations in color by Alice B. Woodward. In view of Maude Adams' remarkable interpretation of this famous character, this book should have a good sale.

"How to Collect Postage Stamps" is a splendid volume for collectors. It contains 48 plates, illustrating upwards of 750 specimens. It is the work of Bertram T. K. Smith, who is a well-known collector and expert.

**Scottish Publications.**

Scotsmen and women, all the world over, know the publications of John Leng & Co., of Dundee, the Dundee People's Journal, and the People's Friend, having readers in every part of the globe.

During recent years, John Leng & Co. have experienced a very marked growth in their Canadian circulation, and, doubtless, now that the Scottish element in Canada is growing so rapidly, the demand for the publications of this firm will become more general.

Every Christmas there are published special numbers of the People's Friend, and the People's Journal, and this year "The Journal" will be published on November 5th and "The Friend" on December 9th. Dealers

in Canada who desire to increase their connection with the Scottish population should not fail to have supplies of these Christmas numbers on show.

In addition to newspaper publishing, John Leng & Co. issue a big line of popular priced hand books and some paper-covered sixpenny books of a humorous nature. Amongst these are "The MacPeever Wrangles," by A. P. Macdonald; "The Adventures of the Hon. Leo Fanfasse," by the same author, and "Sprigs of Shillelah," adventures in Ireland, by Alexander Lochead.

**Carmelite House Publications.**

The wise man must have foreseen Carmelite House when he mused: "Of the making of books there is no end." The stream of publications from the Annotated Press increases in volume amazingly and a series of sixpenny reprints of novels has recently been added to the long list of daily, weekly and monthly periodicals. In the sixpenny novel series are: "Seats of the Mighty," by Gilbert Parker; "The Philanderers," by A. E. W. Mason, and many others with titles and authors as well and favorably known.

"The Connoisseur," a magazine for collectors, published at a shilling monthly, is always artistic, and the current number has several colored plates and reproductions of famous objects of art. One most interesting article deals with the foreign miniatures of Mr. J. Pierpont Morgan, whose catalogue of art objects is shortly to be published at £300 per copy. Books, pottery, tapestries and porcelains are all subjects of illustrated contributions in the September "Connoisseur."

"The World and his Wife" has an amazing lot of good stuff in it for sixpence, with several complete stories, whose illustrations are a very good feature.

"The London Magazine" compels one's interest in "Aerial Navigation." The first of a series of articles by Geo. R. Sims, "Behind the Scenes in London," deals with the seamy side of life in the Soho quarter. The series of Simpson reproductions is bound to make sales of this bright little fourpence-halfpenny magazine. The November number promises even a more interesting series of articles, including an illustrated appreciation of the Kaiser's remarkable skill as a hunter.

**A List of Valuable Hand Books.**

The Bookseller and Stationer has received from L. Upcott Gill, London, copies of a number of practical handbooks, the majority of which will find a ready sale in Canada.

There are several volumes dealing with horses and their management, which should be good stock for the town and country bookseller. They are: "Horse-Buying and Management," by Henry E. Fawcett, price 1s.; "The Practical Horsekeeper," by George Fleming, F.R.C.V.S., ex-president of the Royal College of Veterinary Surgeons, price 3s. 6d.; "Horsekeeping for Amateurs," by Fox-Russell, price 1s.; "Diseases of Horses, their Causes, Symptoms and Treatment," by Hugh Dalziel, price 1s.

Amongst a big series of one-shilling volumes, dealing with live stock, pets, etc., for pleasure and for profit, are: "The Book of Bee Keeping," "Practical Pig Keeping," "Popular Poultry Keeping," "Popular Dog Keeping," "Diseases of Dogs," "The Collie," "The Fox Terrier," "Cage Birds," "Pigeon Keeping," etc.

A number of books on indoor entertainment, games, etc., are highly interesting, amongst them being "Bankum Entertainments," by Robert Ganthony, price 2s. 6d.; "Conjuring for Amateurs," price 1s.; "Conjuring with Cards," price 1s.; "Practical Ventriloquism," price 1s.

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**CONDENSED REVIEWS.**

**BEST MAN, THE.** By Harold Macgrath. Indianapolis : The Bobbs Merrill Company. Cloth \$1.50. Toronto : McLeod & Allen. Cloth \$1.25. A short and fascinating story of love in high society. A promising young lawyer wishes to marry, but fails to secure consent from the father of the girl he loves. An ingenious plot is resorted to by which the father is obliged to favor the marriage. Two other interesting short stories are included in the volume: "Two Candidates," and "Mr. Shifty Sullivan." The three stories are quite different in character, but all are equally entertaining.

**CHAMPION.** By John Colin Dane. Toronto: Copp, Clark Co. Cloth \$1.50. This is a story of the "Black Beauty" variety, only instead of being a horse, Champion is a racing automobile. Champion tells his own experiences in a characteristic vein, expressing his emotions in motor language. The description of the great Vandervoort cup-race in which he is entered against all the crack cars of the world is admirably done. Variety is added to the narrative by the introduction of a plot for the theft of the car and its final recovery by its maker. A pretty little love story runs through the pages of the book, which has a striking cover design, showing the actress, Elsie Janis, in a motor.

**CHILDREN'S FAVORITE CLASSICS.** New York: Thomas Y. Crowell & Company. In this series there are three volumes: "Stories of Early England," by E. M. Wilmot-Buxton, consists of a compilation of early English legends. "Stories from Chaucer," by Walker McSpadden, is a translation of Chaucer's Canterbury Tales into prose and modern English. "Stories from Morris," by Magdalen Edgar, consists of some of William Morris' stories, told in prose. These three books are uniformly well bound in cloth with designs in color and printed in plain medium type on good paper, and should make fine reading for children—and for grown-up children, too. They retail at 60 cents each.

**CHRISTMAS MAKING.** By J. R. Miller, D.D. New York: Thomas Y. Crowell & Co. An attractive little book of thirty-two pages, containing many excellent illustrations. It has been dedicated by the author to those who wish to do something that will tend to make the world brighter and more cheerful.

**CHRIST'S SERVICE OF LOVE.** By Hugh Black. Toronto: Fleming H. Revell Co. Cloth \$1.25. A series of meditative discourses based on the communion season. While dealing with different aspects of the subject, they are exhaustive in their interpretation of the spiritual meaning of the Christian ordinance. The book must be welcomed as an aid to the fuller understanding of what is meant by the Christian memorial service.

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**JIMMY JONES,** the Autobiography of an Office Boy. By Roy L. McCardell. Boston: Dana, Estes & Co. Cloth \$1.50. Jimmy is a typical New York street arab. The story of his early career is told in his own language, which is both humorous and appealing. His friends and acquaintances include a large number of interesting characters. The book is not only a delightful one for juveniles, but grown-ups also will laugh heartily over the many merry mishaps that Jimmy experienced in his checkered life around New York City.

**LODESTAR, THE.** By Max Pemberton. Toronto: Copp, Clark Co. Cloth \$1.25. A fanciful story, introducing the strange experiences of a young Londoner, who, through the instrumentality of an exiled Polish revolutionary, is placed in the home of a wealthy financier. It transpires that this financier is also a Pole, who has renounced his native country and become the friend of the Russian oppressors. How his punishment is worked out gives the motif to the story. Action moves quickly, changing from London to Warsaw, as the tale unfolds.

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**OPTIMISTIC LIFE, THE.** By Oliver Swett Marden. New York: Thomas Y. Crowell & Co. Cloth \$1.25. This book contains a collection of plain, practical papers on what constitutes real success in life and how to attain it. The writer takes high ground and asserts that the true optimism of life consists in an ever upward aim at the highest ideals in conduct, in work, and in religion. The book is freely illustrated by portraits of eminent men, which are in themselves an inspiration to noble ambitions and right living. It is a book that deserves to be popular, especially with young people.

**NIGHT RIDERS, THE.** By Ridgwell Cullum. Toronto: The Copp, Clark Company, Limited. Cloth \$1.25. A western story. John Tresler, a young Englishman of means, emigrates to Canada to take up ranching. He apprentices himself to a Southern Alberta rancher, who proves to be a disguised villain. Tresler finds him out and discovers that he is the leader of a gang of cattle thieves known as the Night Riders. With Tresler's help, the police were able to break up the gang, and run its leader to his death. Ranching life of bygone days is pictured in a fascinating and realistic style.

**RED FEATHERS, THE.** By Theodore Roberts. Boston: L. C. Page & Co. Cloth \$1.50. In this charming fantasy, Mr. Roberts has done for the Indian tribes of Newfoundland what Hans Andersen and Grimm, in their fairy stories, have done for the peasants of Germany. He has gone back to the mythical days, when magic was practiced among the people of the island, picturing the struggle between the good magician, Wise-as-a-She-Wolf, and the evil magician, Bright Robe. The red feathers are a gift to an Indian baby, son of Run-all-Day, who grows up in

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### MR. POOLE'S CAREER.

John M. Poole came to Toronto from the town of Perth about sixteen years ago, where he was the proprietor of one of the town's newspapers. The fate which marked a number of his enterprises in later years befel him in his early venture, for his printing plant in Perth was the scene of a disastrous fire, after which he came to Toronto and purchased the Metropolitan Publishing Company, at 16 Adelaide Street West, and changed the name to John M. Poole & Co., Printers. The new firm was in business about a year when a destructive conflagration broke out in the composing room.

There is little doubt but that Mr. Poole received ample insurance compensation for the losses suffered from both fires.

Mr. Poole's next place of business, after the dissolving of the business on Adelaide Street, was a printing establishment on Melinda Street, on the site of the present McConkey restaurant. He was obliged to give up business there, the building being taken over by the owners for other purposes. Mr. Poole's next important undertaking was the Consolidated Pulp and Paper Co., which failed. Then the Poole-Stewart, Limited, which was merged in 1903 into the Book Supply Company, was organized, with Mr. Poole as manager, and this firm was burnt out in the big fire.

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## BOOKSELLER AND STATIONER

### ENGLISH BOOK NEWS.

Methuen & Co. have published "Tales of Two People," a volume of short stories by Anthony Hope.

According to the British Weekly, the Strand Magazine has secured Hall Caine's new novel for serial publication.

Harper & Bros. announce the publication of an English edition of Norman Duncan's "Cruise of the Shining Light."

Mr. Hememann publishes this month the memoirs of Sarah Bernhardt, under the title of "My Double Life," indicating her life on and off the stage.

E. Grant Richards has just published "The Boy's Book of Locomotives," by J. R. Howden. The book contains over a hundred illustrations from photographs.

Collier & Co. have issued a popular edition at one shilling net of Hall Caine's dramatized version of "The Christian," which hitherto has appeared only in an edition for private circulation.

The death occurred at Sunnyside, Orpington, Kent, on September 5, of Mr. George Allen, the English publisher. He was in his seventy-sixth year and was best known as the publisher of Ruskin's works.

Sampson, Low, Marston & Co. announce a story by Mrs. Francis, a Canadian writer, entitled "Matthew Strong: the Story of a Man with a Purpose." It has a colored front piece and numerous illustrations.

Smith, Elder & Co. have published a new and revised edition of "Shakespeare's Life and Work," which is an abridgement of Sidney Lee's "Life of William Shakespeare," intended chiefly for the use of students.

Kegan Paul, Trench, Trubner & Co. publish this month a volume dealing with that little known part of Australia, the Northern Territory of South Australia, by Mr. Alfred Searcy. The title of the book is "In Australian Tropics."

"Peeps at Many Lands," is a new series of little travel books, illustrated in color, and intended for little readers. They give children a glimpse at the scenes and customs of their own and other lands. A. & C. Black are the publishers.

Hutchinson & Co. have recently published a new book of travel and sport, entitled "In Wildest Africa," by Herr C. G. Schillings, who by his previous work, "With Flashlight and Rifle in Equatorial East Africa," won for himself a name throughout the world.

The scene of A. T. Quiller-Couch's new romance, "Major Vigoreux," is laid in a group of islands lying out in the Atlantic, off the Cornish coast, and the story tells of a middle-aged officer left in charge of a deserted garrison. Methuen & Co. are the publishers.

A new volume of classified quotations, compiled by Miss Dorothy J. Trevaskis, and entitled "Quotations for the Pulpit," is shortly to be published by Elliott Stock. It will give, under alphabetical heads, appropriate passages from the best writers, for quotation by speakers and preachers.

E. Grant Richards is the publisher of a book of animal stories by Bertram Atkey, entitled "Folk of the Wild: a Book of the Forest, the Moors, and the Mountains, of the Beasts of the Silent Places, their Lives, their Doings, and their Deaths." Mr. Atkey's stories are of English animals in English scenes.

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If the booksellers would only sell "publishers' dummies" instead of buying them, literature would look up. They buy a book on the strength of a cover and a frontispiece, and so long as the thing is somewhere near five by eight inches it goes. The average publisher thinks that if he could put out Cotton Mather's sermons in a Howard Chandler Christy edition he could sell 400,000 copies.—Gelett Burgess.

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## BOOKSELLER AND STATIONER

### SUPPLEMENTARY AMERICAN LISTS.

In addition to the lists of announcements made by American publishers which appeared in our last issue, there are a number of supplementary announcements which



Illustration from "Sweethearts Always,"  
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have to be made in the present issue. Careful attention should be paid to the following lists, which contain many books of value.

#### Thomas Y. Crowell & Co.

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tory", Orison Swett Maiden's "The Optimistic Life", William Lyon Phelps' "The Pure Gold of Nineteenth Century Literature", William E. Griffis' "The Japanese Nation in Evolution," and Ambrose White Vernon's "The Religious Value of the Old Testament," are strong titles in the Crowell list.



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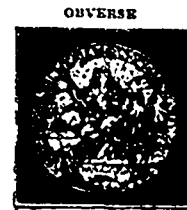
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Reference should also be made to the various editions of the poets, the boys' and girls' libraries, and the gift books, which are issued in such profusion as to make it

impossible to refer individually to each particular series of volume.

H. M. Caldwell Co.

Many new volumes and new bindings of attractive styles have been added to the Alcazar Classics, Young Folks' Library, Laureate Series of the Poets, New Rosemary Series, and the Sesame Classics, published by H. M. Caldwell Company, of New York and Boston. In all, these series represent many hundred of the best known and most famous books. The volumes are all reasonable in price, but quality of paper and good printing come first. They are all suitable as Christmas and gift books, while the bindings are substantial and fitted for general library use.

As an addition to their "Value Gift Books," H. M. Caldwell Company, of New York and Boston, have brought out this year, "The Value of Sincerity and Character," compiled by Mary M. Barrows, whose "Value of Cheerfulness" and "Value of Simplicity" have proved so popular in the past. The selections have been made with great care and each will prove of service in these days when sincerity is often lacking and character is not always of the highest standard. Colonel Thomas Wentworth Higginson, himself an example of the best qualities of sincerity and character, adds a delightful and appropriate touch to the book in his masterly introduction. The volume is printed in two colors, with special border design by Matthews, and is truly a gift book of value.

"The Every Boy's Library," a companion series to their well-known "Editha Series" for girls, has been added this year to the list of H. M. Caldwell Company, of New York and Boston. There are some twenty books in the series, attractively bound in cloth, with appropriate inlays and fully illustrated, and each volume is selected with great care as being most suitable and entertaining for the younger boy reader. Among them are books by such well-known writers as Dr. Hale, Hezekiah Butterworth, Hawthorne, Dickens, W. O. Stoddard, and Frank M. Bicknell.

Another series issued by the same house and for older boys is "The Best Books for Boys," giving the representative works of such favorite writers as Captain Breton, Harry Castlemon, Oliver Optic, James Otis, W. H. G. Kingston, W. Clark Russell, etc., etc. The volumes are strongly bound in cloth with individual cover inlays and would grace any boy's library.

H. M. Caldwell Company, of New York and Boston, have secured the American rights for the attractive little volumes in the Great Galleries of Europe Series, each book containing sixty or more reproductions of the famous pictures in each of the principal galleries of Europe. Four volumes, "The National Gallery," "The Tate Gallery," "The Louvre," and "The Luxembourg," have already been published and others are in preparation. Concise notes on the pictures or the artists are appended to each reproduction and the several volumes are prefaced with an historical account of the gallery represented.

Laird & Lee.

Dictionaries are Laird & Lee's strong point, and of these they have many varieties suited to different purposes. In Webster's new Standard Dictionaries they publish a Library Edition for library, home and office use, a High School and Collegiate Edition, a Students' Common School Edition, an Intermediate School Edition and an Elementary School Edition. They also issue the Salva Webster dictionary of Spanish-English and English-Spanish translations, and the Grimm-Webster dictionary of German-English and English-German translations. The Littré-Webster dictionary gives French-English and English-French translations.

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A reference to Laird & Lee's announcement elsewhere in this issue will supply full particulars about these various dictionaries, as well as about other books published by this firm.

### Reilly & Britton Co.'s Fall List.

The new fall books of the Reilly & Britton Co., of Chicago, present a sufficient variety of interest to charm all classes of readers. Juveniles and gift books are probably their strongest lines. Some particulars concerning their leading titles follow:

"Ozma of Oz," by L. Frank Baum, the creator of all the Oz books, is lavishly illustrated in colors by John R. Neill. In it Mr. Baum tells more about Little Dorothy and reintroduces the Scarecrow, Tim Woodman, and all the old favorites; at the same time bringing forward Tiktok, the machine man; the Wheelers; the Yellow Hen; the Nome King, and the Hungry Tiger. Price, \$1.25.

"Policeman Bluejay," by Laura Bancroft, is a nature story in fairy tale form. Twinkle and Chubbins, made famous in "The Twinkle Tales," are transformed into little birds and live in the forest.

"Shakespearian Fairy Tales," by Fay Adams Britton, gives first steps for little folks in Shakespeare. It contains eight of the plays retold in fairy tale fashion, suited to the minds and imaginations of little tots. Illustrated in colors and black-and-white by Clara P. Wilson. 12mo. Price, \$1.

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(Continued on Page 40.)

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## BOOKSELLER AND STATIONER

### MAGAZINE NOTES.

(From "What's in the Magazines.")

With its October issue, *Suburban Life* appears in an enlarged form, the price being raised to \$3 a year.

The *Knickerbocker Magazine*, published in New York, is a new magazine devoted solely to the theatrical profession.

Mrs. Humphry Ward is at work upon a new novel, which, like all her work, will first appear serially in *Harper's*.

The first instalment of Miss Alice Brown's new novel, "Rose MacLeod," opens the October *Atlantic*. It is a clever story in the author's best manner, and should excite widespread interest.

The title of the Chicago magazine known as *Birds and Nature* will be changed to the *Nature Magazine* early this fall, and its field will be broadened to cover all nature, birds, animals, flowers, gems, shells, fish, etc.

John Adams Thayer, late of *Everybody's*, is reported to be busily engaged in Paris on plans for the new magazine that he intends to publish in this country. No details as to the character of the publication have yet been given out.

New York has a new Japanese magazine called the *Atlantic Monthly, Jr.*, which will contain contributions in both Japanese and English calculated to appeal to the 100,000 subjects of the Mikado scattered through the United States.

Rumor has proved true, and the price of *McClure's* is increased this month to \$1.50 a year and 15 cents a copy. The *American*, *Munsey*, and *Cosmopolitan* still linger in the ten-cent field, but it is not likely that the end of another year will find them still there.

An interesting experiment is being tried by some of the popular magazines in the way of offering reduced rates on subscriptions for two years or more. The most novel move of this sort has been made by *Success Magazine*, which offers a life subscription for \$10.

A new fortnightly periodical devoted to the interests of the Middle West, and calling itself *Midland*, is announced to appear from Cincinnati. Only subject matter that is essentially middle-western will be treated, and contributions will be accepted only from middle-western writers. The subscription price is \$2 a year.

The twice-a-month idea has not proved wholly successful with the *North American Review*, and with its September issue it goes back to the old monthly plan, the price being reduced to \$4 a year and 35 cents a copy. The familiar terra cotta cover has been replaced by a bluish-grey, with Minerva's owl holding forth prominently in the design.

The publishers of *System*, the most indispensable of all periodicals for the man of business, announce a new monthly magazine that has been in preparation for some time. It will be called *Factory*, and, while taking nothing from the established plan of *System*, is to deal more specifically with factory work, problems, and management. The first issue will appear in November.

Dark hints still emanate from Mr. McClure about the new magazine that he has long had in process of incubation. He is reported as saying this to a *Herald* reporter in Paris recently: "I have a plan which I hope to put into operation in a year or two which will enter quite a different field from that occupied at the present time by *McClure's Magazine*. If I succeed in my purpose the

new venture will become a real organ of public opinion and a great instrument for the exposure of wrongs."

### MESH BAGS CONTINUE POPULAR.

Mesh bags will evidently continue strong for some time to come. The four styles offered in greatest numbers are gilt, gun metal, sterling silver and German silver, the most fashionable of which are the shirred varieties, or those having the chain mesh portion shirred onto the frame. Some of these bags come with added features. On one side of the frame there is a vanity or utility compartment, forming a receptacle for pins, change, etc., and having a mirror. The change holders are designed to hold five and ten cent coins.

### TWO STRIKING NOVELTIES.

A very taking novelty recently imported is a representation of the human head with a small place inside to hold a tiny night lamp. When this is lighted the eyes stand out in relief and the whole effect is very striking.

The owl clock is making a great hit wherever shown. The face is of oxidized metal in the exact shape of an owl, the eyes constantly moving sidewise and adding greatly to the life-like effect. The figure of the owl measures seven inches in height and the dial 2 1/2 inches in diameter. The clock runs for 24 hours.

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## BOOKSELLER AND STATIONER

### Reilly & Britton Co.'s Fall List.

(Continued from page 36.)

duced in from four to eight printings. Daintily boxed, \$2. Edition de luxe, full morocco leather, \$4

"My Lady's Recipes," designed by Clara Powers Wilson, is a beautifully illustrated and ingeniously arranged file for favorite recipes. A violet colored cloth portfolio contains 100 lavender blank cards, 9 x 5 inches in size. Fourteen divisions of these are made by index cards, as "Soups," "Fish," etc. Each index card is illustrated with an appropriate picture printed in four colors. The blank cards are to be filled with recipes and properly indexed. Price, \$1.50.

"A Booklover's Notes," designed by Louise Perrett and Sarah K. Smith, is a most convenient volume, the pages of which are blank, except for a number of bookish quotations done in illuminated hand lettering and the beautifully colored division headings of the book "Books Read," "Books I Want to Own," "Books Loaned," etc. The illustrations in three colors red, green and black, and gold copy the old Missal style. Price, \$1.25.

"Recipes, My Friends' and My Own," contains 175 pages which are blank, except for the 14 department headings especially drawn by Louise Perrett. Tinted paper with good writing surface. Decorations printed in two colors; crash buckram binding; indexed; fancy

them with notes and comments—into a volume which Chapman & Hall will publish, "The Literary Man's Bible."

It was necessary that there should be a biography of that favorite boys' writer, G. A. Henty—a boy's life of him, if possible. His lifelong friend and fellow worker, George Manville Fenn, has written the book, and it is announced by Henty's publishers, Blackie & Co. It makes a good story, for Henty was war correspondent, traveler, engineer, and athlete, as well as a popular author.

"The Life of the late Dr. Barnardo," written, we are told, "from the inside," will be published next month by Hodder & Stoughton. They are also publishing a memoir of Dr. George Matheson, by Dr. Macmillan, who knew him, and a biographical study of Edison. The latter named work is written by a friend, Francis Arthur Jones, who has been intimate for years with the great inventor.

At the recent meeting of the Library Association at Glasgow, H. R. Tedder, F.S.A., read a paper in which he advocated that bibliography should be taught to young people at school, and also the art of "skipping." Nothing, says the Librarian and Secretary of the Athenaeum Club, is more harmful than the injunction that books should be read from cover to cover.

Forster's "Life of Dickens," in one volume, has been added to the complete copyright Oxford India Paper and Fireside Editions of Charles Dickens' Works, published by



Reilly & Britton's "Teddy Bears."

ribbon bookmark. Attractively boxed. Price, \$1.25. Full flexible leather, gold edges. Price, \$2.50

"Father Goose's Year Book," by L. Frank Baum, is the first book for grownups by the author of "The Wizard of Oz." Price, \$1. "Masklets," designed by W. M. Rhoads, contains prose and poetry. Price, 75c. "Poker, Smoke and Other Things," designed by W. M. Rhoads, illustrated humorously, is a burlesque on poker. Price, 75c.

"My Artist Friends" is a birthday book, a guest register, a sketch book and an autograph album, combined in one volume. Price, \$1. "The Girl Graduate Her Own Book" is for the purpose of keeping a record of the last year in school or college. Price, \$3.

### MORE ENGLISH NOTES.

It is definitely settled that Queen Victoria's Correspondence, edited by Mr. A. C. Benson and Viscount Esler, will appear on October 16. On the same day that Mr. Murray publishes the three volumes in England they will be issued by Longmans in America, by Hachette in Paris, and in Berlin.

Mr. W. L. Courtney has selected from the Old Testament those passages which are especially valuable and beautiful from a literary point of view. He has grouped

Chapman & Hall and Henry Frowde. Of these popular editions of Dickens' novels printed at the Oxford University Press upwards of half a million copies have now been sold.

Greening & Co. state that popular shilling editions of the Baroness Orczy's romances, "The Scarlet Pimpernel" and "I Will Repay," continue to sell by the thousand. The sale of the first is now over 140,000, and "I Will Repay," which contains the further adventures of the "Scarlet Pimpernel," has reached over 100,000.

The Walter Scott Publishing Co., Ltd., are issuing a new edition of an old-time favorite, "Wilson's Tales of the Borders." The edition will be in 24 one-shilling volumes, and will have as an attraction 120 full-page illustrations of historically accurate castle, church, landscape and home life scenes connected with the Border country.

Andrew Lang, W. L. Courtney and Clement Shorter have consented to act as judges in an important "first novel" competition which is being organized by a London publishing house. The prize is a substantial one of 250 guineas, and the Literary Agency of London, who are directing the competition for the publishers, invite intending competitors to write to them at 5 Henrietta Street, Covent Garden, for full particulars.

# New Autumn Fiction

<b>THE WEAVERS.</b> Sir Gilbert Parker .....	\$1.50	<b>THE SHUTTLE.</b> Mrs. F. H. Burnett .....	\$1.50
<b>THE TRAMPLED CROSS.</b> Joseph Hocking .....	\$1.25	<b>PATRICIA AT THE INN.</b> J. C. Smith .....	\$1.25
<b>CARETTE OF SARK.</b> John Oxenham .....	\$1.25	<b>THE SHULAMITE.</b> A. and C. Askew .....	\$1.25
<b>A SHEPHERD OF THE STARS.</b> Mrs. Campbell .....	\$1.25	<b>THE WOMAN.</b> A. Fogazzaro .....	\$1.25
<b>DIANA.</b> Miss Moberly .....	\$1.25	<b>GARRISON'S FINISH.</b> W. B. M. Ferguson .....	\$1.50
<b>THE LODESTAR</b> Max Pemberton .....	\$1.25	<b>CHAMPION.</b> John Colin Dane .....	\$1.50
<b>A FATAL DOSE.</b> F. M. White .....	\$1.25	<b>THE TRAITOR.</b> Thos. Dixon, Jr. ....	\$1.50
<b>THE NIGHT RIDERS.</b> Ridgewell Cullum .....	\$1.25	<b>A COLONEL FROM WYOMING.</b> J. A. H. Cameron, net .....	\$1.25
<b>THE ROSE OF BLENHEIM.</b> Morice Gerard .....	\$1.25	<b>THE HELPMATE.</b> May Sinclair .....	\$1.25
<b>ROSS DURHAM.</b> David Lyall .....	\$1.25	<b>QUICKSANDS.</b> J. A. Stuart .....	\$1.25
<b>THE CALL OF THE DEEP.</b> Frank T. Bullen .....	\$1.25	<b>LOVE-IN-A-MIST.</b> Madame Albanesi .....	\$1.25
<b>THOU FOOL.</b> J. J. Bell .....	\$1.25	<b>THE COUNT'S CHAUFFEUR.</b> Wm. Le Queux .....	\$1.25
<b>CONSPIRATORS.</b> E. P. Oppenheim .....	\$1.25	<b>THE RED WORLD.</b> Anonymous .....	\$1.25

## Miscellaneous Books

<b>DAYS OFF.</b> Henry Van Dyke .....	\$1.50	<b>NATIVE RACES OF BRITISH NORTH AMERICA.</b> C. Hill Tout .....	\$1.50
<b>OZMA OF OZ.</b> L. Frank Baum .....	\$1.25	<b>THE RHYME OF A RUN.</b> Florence Harrison. Col. ill. by J. Hassall.....	\$2.00
<b>COMPLETE POEMS.</b> Chas. G. D. Roberts, net .....	\$2.00	<b>PIG BOOK.</b> .....	.75
<b>IN SHADOW TOWN.</b> Leigh Gross Day .....	\$1.50	<b>TEDDY BEARS.</b> Adah Louise Sutton .....	\$1.00
<b>THE HARRISON FISHER BOOK.</b> Ill. in colors, boxed, net .....	\$3.00	<b>SWEETHEARTS ALWAYS.</b> Janet Madison .....	\$2.00
<b>MOTHER GOOSE.</b> Ill. by Grace Wierseim .....	\$1.50	<b>CANADA (Romance of History).</b> Beekles Willson. Ill. col. ....	\$2.00
<b>HAUNTERS OF THE SILENCES.</b> Chas. G. D. Roberts .....	\$2.00	<b>THE SPIRIT OF CHRISTMAS (New edition).</b> Henry Van Dyke .....	.50

**The Copp, Clark Co., Limited**  
Publishers, - Toronto

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## Public and High School Books

Authorized by the Department of Education for Ontario

High School Reader .. .. .	\$ 50
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Public School Euclid and Algebra	25
MacKay's Elements of Euclid. Books I, II, III	50
" " " Books I to VI	75

## THE PUBLIC SCHOOL WRITING COURSE

Spencerian Slant System

7 Cents Each

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Key to the High School Arithmetic .. .. .	1 50
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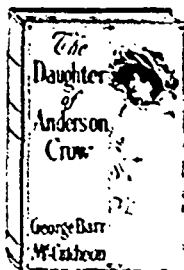
## Catholic Prayer Books, Etc.

We wish to emphasize to the trade that we are specialists in our line and, therefore, are best able to advise you what to stock with. Our lines are beyond question in the excellence of their get-up. It will be to your advantage if you wait for our traveller or drop us a request postal.

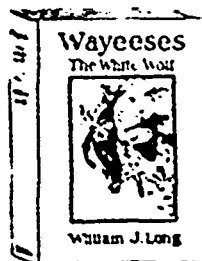
# W. E. BLAKE

Catholic Book Publisher

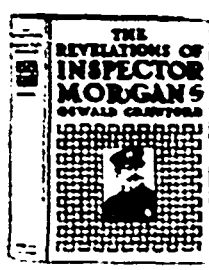
123 Church St. - - Toronto



From  
**BRIGG'S LIST**  
of  
**FALL PUBLICATIONS**



WE UNDERSTAND THAT THESE BOOKS  
WILL BE THE MOST POPULAR  
THIS FALL.



Almost One Thousand copies of "The Songs of a Sourdough" sold in a week.





## STATIONERY DEPARTMENT



### STATE OF TRADE.

The stationery trade, generally, is giving a good deal of attention to Christmas and making preparations for a big demand in fine lines. The high quality of stationery that is being offered to the retailer by the manufacturer surpasses anything that has ever been offered before for the holiday trade. Numerous new creations are being shown in papeteries, and high-grade note papers are to be seen in all varieties. Pure white apparently has a greater call than all other papers. The Christmas cards that are being shown this year are elegant and artistic in their make-up. A number of new and attractive ideas have been brought out.

### A PRETTY WINDOW.

A more striking and neat window display of stationery it would be hard to conceive than that of the Ryrie Bros., Toronto. The window is a small one, but the person who dressed it knows how to make use of small space to good advantage. Nothing but white paper with green ribbon tied around it here and there for a relief color, was used, and it presents a clean, beautiful effect. Cones made of the stationery and filled to overflowing with raw paper pulp material of a lily-white appearance added richness to the display. It is not a very sumptuous get-up in appearance, though probably it is quite costly, but its great feature lies in the charming uniformity of color and arrangement.

### A USEFUL PAPER.

One of the most useful crepe papers brought out for fancy work is printed with butterflies in various colors and of very natural designs. The butterflies are easily cut out, pasted for decoration on other foundations, or may be cut out, pasted together so that both sides are alike and be used in that way for a variety of purposes. They look as if they were done in water colors. A touch of gold in the finishing helps out matters wonderfully. They are suspended by ribbons, are tacked onto bonbon and ice cream cups covered with paper, etc. The crepe paper napkins and crepe paper generally afford a host of such resources. There are Teddy Bears of good size, autumn leaves of natural tints, Dutch folk and windmills, tulips, Japanese figures and flowers of all sorts. Place cards and menus are easily and inexpensively made with their aid. Another design suited to the season is an ear of ripe corn with the husks open. This was made up into a lovely stamp holder with waxed paper for filling and cardboard as a foundation. The ear was cut out and pasted on the cardboard. A few strokes of gilding were given for a finish.

### PAPER SHORTAGE.

A United States exchange says unprecedented conditions exist in the pad and tablet trade in that country. It goes on to say: "The manufacture of news pads has almost ceased of late, owing to the fact that news stock has been so scarce that manufacturers have been

unable to obtain the raw material necessary for the production of the finished goods. Not one-tenth of the orders on hand can be filled, owing to the shortage of stock.

"One firm which does a large business in this particular variety of pads is said to be something like twenty-five cars short on stock, and inquiry among other manufacturers shows that they are unable to fill orders.

"This condition has caused a concerted movement on the parts of factories manufacturing this class of pad to discontinue making them, and unless the situation changes in the near future this grade of pad will become a thing of the past.

"News paper has been growing more difficult to obtain for the past few years, but this season has been worse than any which has preceded it. The manufacture of news pads has reached large proportions, as is indicated by the figures quoted above. They have been common in the lines of all manufacturers who produce liberal quantities of school goods and they have been important factors in these lines. A good deal of speculation exists as regards the outcome of the present unsatisfactory conditions.

"Some have gone so far as to consider what can be used in place of the news, and a low grade of writing or bond has been suggested by some as the best solution of the problem. If these pads can be produced as cheaply as the news have been in the past no difference will be noted by those who sell them. The news pad has been a good seller because it gave a liberal quantity of paper for little money. The quality had little to do with the popularity."

The Canadian manufacturer is not complaining of shortage, but prices have advanced considerable in this class of stock. In the last six months paper for scribbling pads and scribbling books has increased in price at least 25 per cent., and indications point to a further and continual advance.

### A RELIABLE FIRM.

Among the American firms doing business in Canada few can show a cleaner record than the Chicago Shipping and Receipt Book Company, manufacturers of loose-leaf devices. It is interesting to note the progress of this concern, which nine years ago was making one device, a slotted lock binder, and at that time employed three workmen, while the office force consisted of one person.

About the last of its initial year, this embryonic plant was taken over by R. B. Wilson, who, by consistent pushing and a strict adherence to his trade mark motto, "Quality and Durability," has made the name "Wilson" one of the most widely known in the stationery and allied industries and the name C. S. & R. B., a synonym for reliable construction. The present equipment of the plant requires the services of about 200 skilled workmen, with an office force of 20 people and the policy of supplying metal parts of the complete line to the trade has built up for them an enviable reputation on this side of the line. Their ad. appears elsewhere in this issue.

## BOOKSELLER AND STATIONER

### TRADE ACTIVITIES.

John P. McKenna, Toronto, paid a three-weeks' visit to Atlantic City in August.

P. S. Mahood, of Mahood Bros., Kingston, is reported to have been buying holiday lines in New York recently.

George Clark, manager of Valentine & Sons Co., Montreal, spent a few days at the firm's Toronto office last week.

Arthur Reed and J. M. Young, of the Copp, Clark Co., Toronto, were in New York the latter part of September on a buying trip.

John Morgan, representing Raphael, Tuck & Sons Co., Montreal, has been showing samples recently at the King Edward hotel, Toronto.

R. A. J. Little, who conducted a book and stationery business in Oshawa for several years, has moved, with his family, to Edmonton, where he has opened a fancy goods store.

A. A. Petty, who used to be in the employ of Thomas Wheatley, of Sarma, has started a book, stationery and wall paper business in Welland, and, according to all reports, is developing a nice trade.

The book publishing firm of McClure, Phillips & Co., New York, will hereafter be known as The McClure Com-

pany. The affairs of the new company will practically remain under the same administration.

Frederick George McNally, president of Rand, McNally & Co., Chicago, died on September 16, of quick consumption. He was born in 1865, and was the only surviving son of the late Andrew McNally, one of the founders of the publishing house. The affairs of the firm will continue as usual.

On October 1, William Copp, vice-president of the Copp, Clark Co., Toronto, completed a quarter-century of active connection with the firm. He went into the employ of the company direct from college, and has been associated with it ever since. Congratulations are in order to Mr. Copp.



### PELOUZE POSTAL SCALES

Invaluable to the Office, Store and Home

They tell instantly the exact cost of postage in cents on all mail matter. Warranted Accurate.

Several sizes.

NATIONAL, 4 lbs. - - \$3.75

STAR, 1 lb. - - \$2.00

UNION, 2 1/2 lbs. - - 3.00

CRESCENT, 1 lb. - - 1.50

COLUMBIAN, 2 lbs. - - 2.50

Buy through your Jobber.

PELOUZE SCALE & MFG. CO. - - Chicago

The "Independent," "Juco" and "Vulcan" Stylographic and Fountain Pens are of superior quality



Stylographics retail at 75 cents and upward. Fountains retail at \$1.00 and upward. Correspondence solicited. Catalogues and discounts on application. Established 1884.

J. H. ULLRICH & CO., Manufacturers,

27 Thames St., New York, N.Y.



No. 11



No. 274



No. 1

STATIONERS and DRUGGISTS

Who want a High-Class Stock of

INKS and MUCILAGE

CAN'T GET BETTER THAN

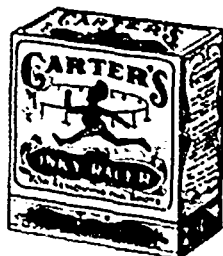
# CARTER'S

THE CARTER'S INK CO.

BOSTON CHICAGO MONTREAL



No. 101



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## "Sports" Playing Cards

THE BEST VALUE  
IN THE MARKET.

ONE OF MANY  
VARIETIES.

Leaders in a second  
grade - GOOD  
LUCK and ST.  
LAWRENCE.

SPECIAL CARD FOR  
WHIST PLAYERS

### Colonial Whist



LACROSSE DESIGN.

We are headquarters for PLAYING CARDS

MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.

FOR SAMPLES AND PRICES APPLY—

## The UNION CARD & PAPER CO.,


Limited

### MONTREAL.



WE NEVER SELL THE CONSUMER DIRECT

This Means Protection to the Stationer



**"Standard"**

**BLANK BOOKS**

Recognized as the leading and most complete line of Blank Books in the market.

**"STANDARD" IN EVERY RESPECT.**

**Boorum & Pease Co.**

HOME OFFICES AND FACTORY  
Bridge, Front and York Streets  
BROOKLYN, N.Y.

SALESROOMS  
101-103 Duane St.  
NEW YORK  
220 Devonshire St.  
BOSTON  
Republic Building  
State and Adams Sts.  
CHICAGO

**SPECIAL NOTICE!**

What better blank book can you procure than a Frey patent, flat opening sewed book, bound sheep ends and bands with Byron Weston Company's paper?

The most popular pens are

**ESTERBROOK'S**

MADE IN ALL STYLES



Fine Points, A1, 128, 333  
Business, 048, 14, 130.  
Broad Points, 312, 313, 314.  
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:  
**THE BROWN BROS., LIMITED**  
TORONTO.



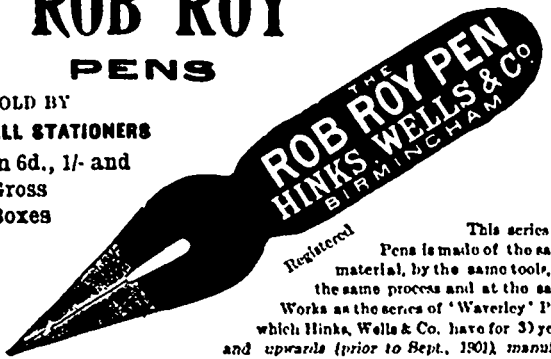
**JOHN HEATH'S PENS**

A good pen is a good servant, and John Heath's Pens are made to serve! ALWAYS READY AND ALWAYS WILLING. They were first 15 years ago, and are still leading the way. British made of British steel. Write for samples.

LONDON AGENCY  
8 St. Bride St., LONDON, E.C., ENGLAND

**"ROB ROY" PENS**

SOLD BY ALL STATIONERS in 6d., 1/- and Gross Boxes



Registered

This series of Pens is made of the same material, by the same tool, by the same process and at the same Works as the series of 'Waverley' Pens which Hinks, Wells & Co. have for 33 years and upwards (prior to Sept., 1901) manufactured for and supplied to the Proprietors thereof.

**HINKS, WELLS & Co., Birmingham, Eng.**

Writing and Selling Better Than Ever

**WAVERLEY PENS**

EVERY PEN SELECTED

Sold by the Leading Wholesale Houses

Sample cards and trade price lists sent per return mail.

Macniven & Cameron, Ltd., Waverley Works, Edinburgh

**SPENCERIAN STEEL PENS.**

The Standard Brand in United States for over fifty years, among expert and careful writers, and recognized by accountants and correspondents as

**THE BEST**

Works: BIRMINGHAM, ENGLAND  
Imported by all the leading stationers in Canada.  
Proprietors: Spencerian Pen Co., New York



# HERE AND THERE AMONG THE STATIONERS

Items of Interest to the Trade Gathered from Various Sources.

Mr. Smith, druggist, Olds, Alberta, died in September.

B. Lundy, stationer, Welland, Ont., has been succeeded in business by A. A. Perry & Co.

D. E. McPhee, wall paper dealer, who failed at Ottawa, and whose assets were to be sold by tender on the 4th inst., has offered to compromise at 50 cents on the dollar.



Overtaxed

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The W. H. Gallagher Co.

The Security Envelope File-Check System, Stratford, Ont., which was controlled by Burritt & Deacon, is taken over by A. H. Burgoyne, bookbinder, who is also agent for the merchants' counter check books. There is also a change in the bookbinding department. Austin Baker having taken an interest in the business, it will now be known as the Burgoyne Bookbinding Company. New machines are being added and when running properly the plant will be one of the best equipped in the country.



Copp, Clark Co.



Copp, Clark Co.



Copp, Clark Co.

## SOME JUVENILES AND GIFT BOOKS.

The Copp, Clark Co. make announcement of several books under this heading. "Days Off," by Henry Van Dyke, is an entirely new book of stories and writings on out-of-door life. "The Harrison Fisher Book," is Harrison Fisher's first book and contains a selection of his best work, including many hitherto unpublished drawings and sketches. "Haunters of the Silences," by Charles G. D. Roberts, is a new collection of animal stories, similar in general atmosphere and treatment to his two previous volumes. "Daily Musings," by R. A. S. Rankin, contains a series of thoughts for each day in the year selected from leading thinkers of all ages.

"In Shadowtown," by Leigh Gross Day, is a lap-book of beautiful verses for children. Each page contains a verse with decorative border and illustrations. "The Rhyme of a Run," by Florence Harrison, is a unique book. The rhymes have the true ring of the classic nursery rhymes and her illustrations are original both in conception and style.

Three annuals handled by the Copp, Clark Co. deserve attention. They are "The Child's Companion," and "Our Little Dots," printed in black and color, and "The Cottager and Artisan," in flexible boards, printed in black, with many illustrations. These annuals have bright covers and are full of admirable matter.

## SNAPPY PICTURES.

The question of whether or not to put in a line of pictures has been solved for the stationer by the W. H. Gallagher Company, 18 East 17th street, New York. This

The company have commodious quarters on the top floor of the Beacon building

company, while well known to the picture trade, has only been selling to the stationery trade recently, when they

managed to get every stationer in New York and vicinity to put a line of pictures in their windows

Did you notice the crowd around stationery stores last time you were in New York? The average passer-by may not be interested in ink bottles and loose-leaf ledgers, no matter how tastefully they may be arranged, but snappy, attractive, new pictures catch the eye of every one.

The W. H. Gallagher Co. is a progressive concern, publishing a few things that are exceptionally good themselves, and jobbing the pick of the lines of twenty-



"Eyes of Black."



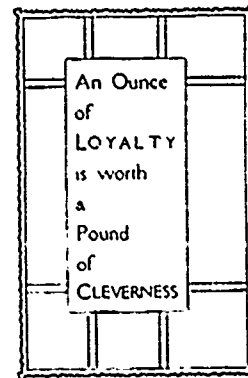
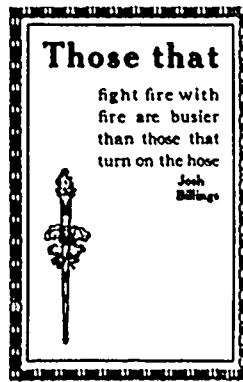
"Eyes of Brown."

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The W. H. Gallagher Co.

seven other publishers, such as Charles Scribner's Sons, P. F. Collier & Son, Anderson Publishing Company, and others. Inasmuch as they do not have to load up with a big stock of dull sellers they have no dead stock to work off.

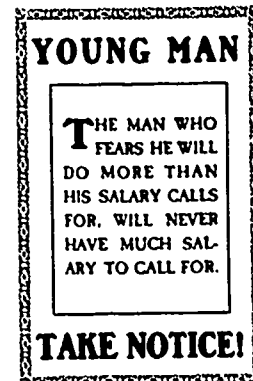
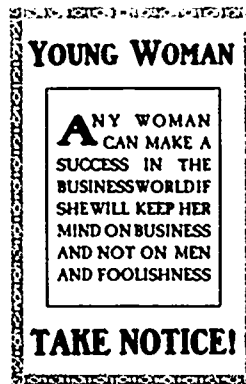
The W. H. Gallagher Company is an energetic young concern. They have ten men on the road, and if you want to keep up with the times, drop them a postal card to have one of their men call when in your territory and tell you all about it.

Pictures are a line that take up no room, draw trade, and lend a warmth and attractiveness to the store unattainable through any other medium we know of. The dealer makes from 10 to 50 per cent. The cuts illustrating this article are a few from their regular picture, novelty and motto line.



Gallagher Mottos

Copyright 1907 by  
The W. H. Gallagher Co.



Gallagher Mottos.

Copyright 1907 by  
The W. H. Gallagher Co.

**A HINT TO THE TRADE.**

Arrange to have one of your clerks to regularly go over the local papers in search of announcements of engagements. Have your representative call on those whose engagements are announced and solicit an order for engraved stationery. You might solicit orders by letter just as well as a personal call. A great deal of business is possible by following this practice.

**The Whist, Bridge, "500" and Euchre**

Season is at hand. No doubt you have already had demands for the correct scores, cabinets or invitations. You can make extra good profits on such novelties, and it shows up-to-dateness to carry a good variety. Our line is very comprehensive in styles and prices, and we shall be pleased to have you look them over here in New York, or in our salesmen's samples. There are:

- 11 Styles of Bridge Scores.
- 1 Style Skat Scores.
- 2 Styles of Bridge and Progressive Whist Scores.
- 3 Styles Bridge Party Invitations.
- 2 Styles "500" Scores.
- 3 Styles Individual Bridge Scores.
- 8 Styles Bridge Cabinets.
- 3 Styles Card Party Invitations, etc.

**Our Three Bridge Rubber Score (copyrighted) is the most practical one to use.**

**GEO. B. HURD & CO.**  
Fine Paper Manufacturers  
425 and 427 Broome Street, New York, U.S.A.



# Xmas Items

Dolls, Toys, Games,  
Fancy Goods of all kinds,  
Novelties, China,  
Druggists' Sundries, Etc.

**Special Values**  
**Large Assortment**  
**Prompt Delivery**

Our range of **Dolls and Toys**  
is attracting the attention of  
the most critical buyers.

Let us have your orders early.

**The Sutcliffe-Edmison Co., Limited**

Wholesale Fancy Goods, Etc.

76 YORK ST., TORONTO, ONT.

## IN LIGHTER VEIN.

Booksellers often wonder why their orders are not promptly filled by publishers and usually the poor publisher gets all the blame. But it is not always the latter's fault. Sometimes the publisher's clerk is at the bottom of the trouble. An authentic story is going the rounds in Toronto about a clerk whose absences from duty were long and frequent. Varied excuses were presented each time and of these a brother clerk made a record for a short period, as follows:

Off duty with toothache.....	2	times
Having teeth attended to.....	2	"
Off with sore eye (pain).....	2	"
Friends leaving town.....	1	"
Seeing friends in town.....	1	"
Chum run over, both legs broken, unconscious, out next day.....	1	"
Bloodpoisoning in foot.....	1	"
Diarrhoea.....	2	"
Chills, sitting on wet lawn.....	2	"
Measles (thives).....	1	"

Is it any wonder that booksellers have to wait sometimes, when clerks are thus afflicted?

Among the many amusing anecdotes told by John Burroughs in his new book, "Camping and Traumping with Roosevelt," is the following: "The rough riders wherever they are, always look to President Roosevelt when in trouble. One had come to grief in Arizona. He was in jail. So he wrote the President, and his letter ran something like this: 'Dear Colonel, I am in trouble. I shot a lady in the eye, but I did not intend to hit the lady. I was shooting at my wife.'"

## WAIT FOR THE BIG LINE

Before you buy your fall stock of

**TALLY CARDS**  
**GUEST CARDS**  
**CALENDAR PADS**

and don't forget the Elliott Die-Stamped Holly Postal Cards and Souvenir Post Card Calendars. Two of the best selling items in the Stationery Line.

Salesmen en route.  
Samples sent you free.  
Illustrated Catalogue and price list.

# ELLIOTT

17th and Lehigh Ave.

**PHILADELPHIA**

There was a millionaire, a cattle man, who led a visitor into a great room lined with thousands of volumes.

"See them books?" he said.

"Yes," said the visitor.

"They're all bound in calf, ain't they?"

"Yes," the visitor agreed; "they seem to have a uniform calf-binding."

The millionaire chuckled proudly.

"Well, sir," he said, "I killed all them calves myself."—Washington Post.

A Problem Novel.—"I see you have my novel. I'll wager you had to look at the last page to see how it all came out."

"No; I looked at the name of the publishers on the title-page to see how it came out, and even now I can't understand how it was."—Tit-Bits.

Gelett Burgess at the recent dinner of the American Booksellers' Association of New York, said: "I once knew a San Franciscan who married a girl for her money. She was not a pretty girl, and as time passed and love cooled, she developed a rather tart tongue.

"One day her husband bought with his quarter's allowance a 20-horse power automobile. He took the car home gaily and brought his wife out to the front door to look at it. She gave it one sneering glance and then said:

"It's very nice, but if it hadn't been for my money it wouldn't be here."

"Well, Mamie," said the husband quickly, "if it hadn't been for your money, you wouldn't be here yourself."

**FANCY GOODS AND NOTIONS**

**The Nu-Face Mask.**

The Nu-Face, which is illustrated herewith, is the most popular mask that has been produced for some time. It has become the favorite for mask balls, carnivals, parties and fairs. A feature of the mask is that it can be worn with or without a hat and requires no



Nu-Face Mask.

strings to hold it on. There are a number of designs made, all highly humorous and very nicely finished. They represent the foremost development of the process by which nature is so admirably reproduced. The Fancy Goods Company, Toronto, are showing these masks in the various styles and would be pleased to quote prices and fill orders for them.



Nu-Face Mask in Use.

**Leather Bags.**

The plain frame bag, with embellishments, is the thing at present. Decoration is possible in either of two ways, by metal applied or by manipulation of the leather surface. This season a very rich line of art leather ware is seen, and repousse goods form one of the striking features of the holiday lines for 1907. Mexican carved goods are also seen. Calf is being extensively used as a leather for handbags, pocket books, belts, etc. Frog, walrus, seal, lizard, etc., are cleverly reproduced

in this leather. Pearl alligator is the choicest thing in the leather world and is seen to a limited extent. It is very beautiful. Pigskin will run very strong, and is used for a greater variety of goods than ever before.

Colorings run largely to blues, browns and greens, although delicate colors, such as cream, pink, fawn, mauve, etc., are seen. Among the very new leathers shown is "Vasehette," a glazed, enamelled calf, having a straight grain. It is made up in bags, belts and other goods, including many interesting things which are well worth seeing.

Nearly all kinds of bags will be good during the fall season. Metal, leather, beaded- all will be popular and fashionable. The colors range from dead black to bright red. The fall bag will be offered in sets with belts to match. Shapes have become smaller and much flatter. The leather most prominently featured will be sheep, calf, ooze, saffron and pig.



Drawn with a Fire Pen

**New Pyrographic Pen.**

The Fire Pen is the name of a new pyrographic pen which is very reasonable in cost and does exceptionally fine work. An example is shown in the cut above. The head was done by a man who had just started in pyrography. In fact, it was his second attempt. The beauty of the fire pen is that it uses ordinary illuminating gas. Just attach the tube to a gas jet, light the point, and the pen is ready to go to work. The fire pen points are inexpensive and at the same time much more durable than the regulation platinum article, which costs more. Much greater range of color is obtained with the fire pen than with other pyrographic pens. This color ranges from light golden brown to deep black, according to speed in burning. The fire pen is being put out by Booth, Wallace & Co., 185 Washington St., Chicago, U.S.A., who will be pleased to answer all inquiries relative to it.

Some idea of its popularity may be gained from the

## Trade-Winning Lines

Progressive Booksellers in increasing numbers are handling our "Wellington" Plates, Papers, Films, etc. They recognize in

## "Wellington" Photo Supplies

the best obtainable. If you are not sharing in the profits these lines bring, you should be.

Write us for particulars.

## Ward & Company

13 ST. JOHN ST.

MONTREAL

## YOU ARE INTERESTED IN SOMETHING.

Why not get the best items that are printed on the subject?

We read and clip thousands of newspapers every week—therefore we can equip you speedily and economically for a debate, speech, lecture, essay or anything else requiring up-to-date information and more of it than your competitors are likely to get.

Terms—100 Clippings	\$ 5.00
250 "	12.00
500 "	22.00
1,000 "	40.00

Send for our Booklet, which fully explains the scope of the clipping industry.

We have also lists of firms in every branch of trade in the Dominion—the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

## THE CANADIAN PRESS CLIPPING BUREAU,

232 McMill Street,  
MONTREAL

10 Front St. East,  
TORONTO.

"If you don't know where to get it—ask Gallagher." "You get what you want when you want it."

## Catchy Picture Novelties

The line you have been looking for to

## Draw Attention to Your Window

Even if you are making more money than you need, write for our catalog, and let us tell you all about it. (We handle the lines of 22 different publishers, retailing from 10 cents to \$1.50.)



No. 2078

Copyright 1907 by The W. H. Gallagher Co.

## The W. H. Gallagher Co. 18 East 17th Street New York City

fact that the large department and stationery stores are doubling and in some cases even quadrupling their last year's orders for this season's trade.

### Muslin Novelties.

A number of muslin novelties, shown by the Copp, Clark Co. merit the attention of the trade. The "Holiday Goods" sign is just the thing to call a passer-by's attention to Christmas goods. It measures 3 by 10 feet and costs \$2 net.



### A Useful Sign.

Cut-out bears an? Greenaway doll cut-outs are made of strong muslin and when cut out and stuffed make admirable playthings. They cost the trade \$1.20 a dozen.

Christmas stockings come in three sizes. They are printed in bright colors and when sewn up make stockings of ample size to fill with Christmas gifts. Prices at wholesale are \$1, \$2, and \$4 per dozen, according to size.

The Christmas Tree carpet is a novelty designed to take the place of the unattractive sheet so universally used to protect the carpet under the Christmas tree. It is wax proof and costs \$9 per dozen.

For use in home, church, store and hall decorations, the "Merry Christmas" and "Happy New Year" signs

make ideal decorative pieces. The signs measure 4x48 inches, and cost \$1.20 per dozen.

### New Lines in Leather.

Fancy goods and novelties are attracting much attention at this time of the year. The lines shown are unusually attractive because they contain many new things, and were never more widely diversified or so rich in attractive showings. In leather goods, as in other lines, the fashions swing around the circle. A succession of modes and types come and go with each season. Modified by popular favor and current conditions, makers are often forced to revive past successes in their search for something new, and this is more or less the case in many lines at present.

### Sealskin and Crocodile in Favor.

In Paris, velvet morocco is most popular, but crushed morocco holds its own. Sealskin and tinted crocodile are much seen. Leathers are seen ornamented with narrow stitched bands or piping of leather of a different color. Grey is ornamented with white, fawn with brown, etc. The semi-circular framed bag continues to enjoy high favor, as it is a very convenient shape for the vanity bag.

### Hat Pins.

Hatpins are seen in a very great many ornate designs this season. They have big, round heads and come in tortoise shell for trimming brown or yellow hats, gold and silver and jet for black and white hats, and in most lustrous compositions with a metallic frosting cast over it, for trimming hats of all shades, green, pink, blue, yellow, etc. They measure as much as three inches in diameter and have supplanted the buckle or cabuchin.

## PHOTO SUPPLY DEPARTMENT

### CAMERAS FOR CHRISTMAS.

A camera makes a nice Christmas gift, especially for a young person. A boy or girl usually appreciates a present of this kind. The capabilities of the camera for providing future amusement are such as to make it an object of delightful anticipation. And the cost suits the purchaser's purse exactly. Cameras can be purchased from one dollar upward and even the cheapest kinds are said to produce good results in nearly every case.

Stationers might well advance the claims of a camera, when they are discussing purchases with customers. If it is possible, carry a stock of the lower priced instruments or, if that is not possible, provide an easy means for ordering the different makes promptly. At any rate, have illustrated catalogues at hand so that all possible information can be supplied.

Each purchaser of a camera means another purchaser of photo supplies, and here lies an additional reason for pushing their sale. The supply business is undoubtedly profitable and the more people that own cameras the greater will be the demand for films, developers, and supplies of all kinds.

### CAMERAS AND KODAKS.

The name "Kodak" belongs only to the brand of folding cameras manufactured by the Eastman Kodak Co., of Rochester, N.Y., of which the Canadian Kodak Co., of Canada, is a branch. These firms are fully protected by law in the use of that name, which really has no particular significance beyond the fact that it describes the goods of the two firms only.

There are many kinds of folding cameras on the market, which in appearance might easily be mistaken for kodaks. These goods are claimed by the manufacturers thereof to be as desirable for the amateur as are the kodaks. The only trouble with such folding cameras seems to be lack of advertising. Although that is the only trouble, it is a most serious one. No matter what good points a camera may have, they might as well not exist at all, so far as the public is concerned, if they are unadvertised.

The kodak people were fully aware of the advantages of newspaper and magazine advertising. With their undeniably catchy and attractive trade name, they spread knowledge of themselves far and wide. Gradually, through the apathy of their camera-making rivals, the word "kodak" became to the general public almost synonymous with "pocket camera." People exist, indeed, who appear to think that no other pocket camera than the kodak can be obtained. This is, of course, a most erroneous conclusion for the public to come to. As a proof, however, of the efficacy of advertising, it would be hard to equal, and impossible to beat.

If anything should act as an alarm clock to wake up the apathetic dealers and manufacturers of the other lines of pocket cameras, it is this popular public illusion regarding the kodak.

A monopoly in photo supplies may be created unless the makers of other cameras wake up to the fact that advertising has been the making of the kodak people. One can hardly blame the kodak people for creating a monopoly if they can. It's only human nature

The Canadian Kodak Company does not arbitrarily say to the dealer: "Thou shalt handle no other photo goods than ours." It merely says: "If you handle our goods only, you get a better discount than if you handle other people's supplies as well. It seems perfectly natural for the kodak people to take this stand. And from the dealer's standpoint it seems equally reasonable to accept the proposition to handle kodak goods alone. There is, nevertheless, an element of danger to the trade in helping to confine the photo supply business to one monopolistic source of supply. Kill off all the other supply makers, and you get in line for a severe jolt from the favored concern when it has the trade fairly in its hands.

Monopoly has a tendency to stifle invention, and should be discouraged on that ground, if on no other. Cessation of invention would produce a stagnation of interest in the amateur photographic world, which would soon kill the business of the small dealer.

### A BOOK FOR AMATEURS.

L. Upreott Gill, Bazaar Buildings, Drury Lane, London, England, is publisher of "Modern Photography for Amateurs," a practical handbook for photographers, revised and enlarged by J. MacIntosh, secretary to the Royal Photographic Society. Price 1s.

### A PIONEER FIRM.

About eleven years ago the firm of A. Baetz & Co., of New York, placed with a reliable house in Germany, a sample order for 10,000 chromo post cards, which lot is believed to be the first importation into the United States of souvenir postals.

Ever since then, this house has made it their object to offer and handle only the most popular designs in all the different lines of the post card trade, and notwithstanding the very keen competition, especially during the last year, and the tendency on the part of some dealers to reduce the prices of post cards, at the expense of their appearance and their finish, the endeavors of A. Baetz & Co., to follow their policy steadily and supply the market with the highest grades only, has met with the approval and received the unqualified endorsement of by far the largest part of the responsible post card trade.

### NOVELTY IN CARDS.

Amongst other recent productions of the Rapid Photo Printing Co., Ltd., London, England, are several new glossy brown plate sunk post cards, representing actresses, animals and fancy studies. In black and white glossy cards they are running in new sets of 18 flowers. The "Rapid" line of colored gelatine cards includes 18 subjects, put up in packets of six. The penny comes, of which there are at present 11 sets, are also put up in sets of six.

The works of this concern, which are situate at Hampden Hill, are very busy turning out a varied assortment of Christmas cards, representing artistic and seasonable designs, with photos of actresses, animals, children and



## A Progressive Business

is generally conducted by a man who can see the value of a business proposition. Are you in that class? Have you investigated our business offer to all booksellers and stationers? We want you to handle "Berliner" Gramophones and "Victor" Talking Machines. You will find it highly profitable. Don't say tut-tut in that off-hand way, but

### Investigate

A line from you will bring information from any of the following. Write to the one nearest your locality.

J. & A. McMillan, Clark Bros. Co. Dyke, Evans & Callaghan, R. S. Williams & Sons, Limited, Nordheimer Piano and Music Co., Royal Stores, Limited, Cordially Bros.	St. John, N.B. Winnipeg, Man. Vancouver, B.C. Toronto, Ont. Toronto, Ont. St. John's, Nfld. Brockville, Ont.
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**THE BERLINER GRAM-O-PHONE CO.  
OF CANADA, LIMITED, MONTREAL**

flowers. They are also producing some 150 different penny colored Christmas post cards in tri-color, litho and colored collotype, with gold borders.

Any of the Rajad Photo Printing Co's productions may be had by the Canadian trade from Ward, Lock & Company

### A FOREMOST BRITISH MANUFACTURER.

Amongst the leading British firms who make a specialty of printing post cards for the wholesale trade from originals supplied, that of Philip G. Hunt stands out in the front rank.

This concern has home offices at Manchester, export offices at Paternoster Row, London, and works at Balam, England. The works are thoroughly up to date and equipped with modern machinery, which enables them to turn out productions of the first grade. Bookseller and Stationer has examined samples of the cards manufactured for the trade by Mr. Hunt, and has found them of excellent workmanship and finish. Amongst the processes for which Mr. Hunt's works are provided with the necessary machinery, are real photo, toned glossy, type chrome and collotype.

Mr. Hunt has worked up an enviable export trade, and is confident that he can secure a larger share of the Canadian business. He is convinced that he can give the wholesale trade in Canada best value and entire satisfaction in any or all of the above processes, and with this object in view he expects to visit the Dominion before very long. Apart from the production of post cards from originals supplied by wholesalers, Mr. Hunt makes a specialty of view books, railway advertising cards, etc.

Full particulars may be had from the firm's export department at Paternoster Row, London, England.

## Popular 10c. Sheet Music

Are you interested in Popular Sheet Music?

We can give you very special prices on all popular pieces.

"Love Me and the World is Mine"

"I Love You: the World is Thine"

GREAT HITS!

Order early at special introductory prices.

Write for quotations.

**D. & W. FORREST, 13 St. John St., MONTREAL**

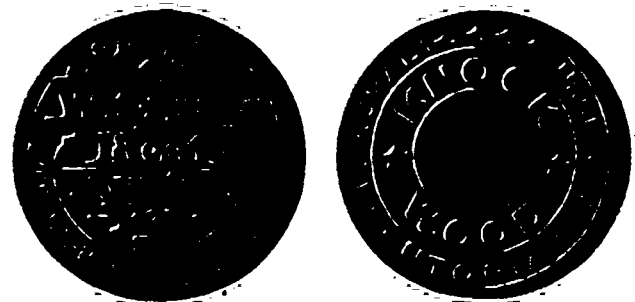
### THREE EXCELLENT SONG BOOKS.

Three novel song books have been issued by Valentine & Sons' Publishing Company, Toronto and Montreal, which are specially suited for the holiday trade. They are named, the Gem Selections of Irish, Scottish and Welsh Songs. The books are beautifully bound; the Scotch volume being bound in pretty-satin-plaid, and the Irish and Welsh volumes in a nice green color of satin. They have a number of fine, full-page illustrations of quaint, old characters and scenes. Annie Laurie, Duncan Gray, Comin' Thro' the Rye, Within a Mile-o' Edinburgh Town, Afton Water, Green Grow the Rushes O' Scots Wha Hae, Bonnie Dundee, Auld Lang Syne are some of the songs in the Scottish selection. Notes of the songs are printed in the front of the book, giving a short sketch of the composers and what inspired them to write. These books will make an excellent Christmas present or New Year's gift. They certainly are an excellent selection.

### FROM UTOPIA.

Apparently the undiscovered country about which learned men philosophized and dreamed for ages has been found. Coins bearing the imprint of Utopia are passing from hand to hand as souvenirs, and many an active American jingles one or more in his pocket and sighs for the time when he can visit or perhaps set up his home in that delectable land.

The dictionaries describe Utopia as an imaginary island, the abode of a people free from care, folly and the



common miseries of life. No wonder that the Utopian coins set the recipients wishing for a speedy passage to this long-sought, but never discovered, island.

This sovereign talisman against all evil, this lucky Utopian souvenir coin, will be forwarded free of charge to pen clerks expressing their desire for one on a souvenir post card of their city, bearing some phrase in relation to Waterman's Ideal Fountain Pen.

# MUSIC AND MUSICAL INSTRUMENTS

## MUSIC CONDITIONS AT RETAIL.

General conditions in both departmental and regular music stores, in the sheet music business, were never better. The holiday-loving public have all returned to their respective homes; children have gone back to school, and with the advent of cool weather, all enterprising merchants have sufficient stocks of music on hand to supply the big rush at this time of the year. From now on till Christmas and the New Year, the demand for sheet music, both instrumental and vocal, will be at its height. Merchants cannot go wrong in placing a large stock of music just now, as the demand for same is assured for some time to come.

Window displays, in large city departmental stores, are general at present. Most merchants are now preparing for the holiday and Christmas trade. Those who have not yet started will do so shortly.

### Popular Sellers.

Instrumental compositions selling well in large music stores are "Raggy Rag," a rag-time composition, published by the Delmar Music Co., Montreal. This piece is taking Montreal by storm, or in other words, is meeting with all kinds of success, notwithstanding the fact that it has only just been introduced.

Instrumental pieces, published by Jos. M. Daly Music Publishing Co., Boston, Mass., which are active sellers, are "Yankee Tar," march and two-step; "San Pedro," characteristic march and two-step; "Moonbeams on the Lake," "Falling Waters," a reverie, and "Moonlight in the Forest." All of above pieces are current and will all prove good sellers in any music department.

"Napanee," an Indian novelty two-step, published by Will Rossiter, Chicago, has a very pleasing musical setting.

A characteristic march and two-step, entitled "Moon Face," by Abe Olman, published by Sam. Fox Publishing Co., Cleveland, is claimed by the publishers to be making a hit in the United States. "The Bullfrog's Dance," by R. M. Stutts, published by Jos. Morris, Philadelphia, has a rather peculiar setting, but is pretty, nevertheless.

A vocal music piece now active in Montreal, is "Fagan," published by the Delmar Music Co., Montreal. This song is current and has just lately made its appearance. As far as can be learned there is a very good local demand for the composition.

Five pretty compositions, published by the Harmonic Publishing Co., Montreal, are, "Should we Part?" "When You go for a Good Trolley Ride," "Sweet Azalea," "If my Dream were True," and "Comrades in Life and Death." The lot comprises a march, two ballads, one comic and one high-class ballad. All of these compositions are in active demand in Montreal stores.

"I'm Tying the Leaves so They Won't Come Down," by Huntington and Hell; "Neath the old Acorn Tree, Sweet Estelle," "When the Bluebirds Nest Again, Sweet Nellie Gray," and "Fanella," four compositions published by Hitland Music Publishers, Hell & Hagar, New York, are all meeting with popular favor just now. "Your Lips, Your Eyes, Your Golden Hair," a high-class ballad, also published by this firm, was recently rendered

with great success in one of Montreal's theatres. As a result quite a demand has been created.

"Think of the Girl Down Home," by Phil Staats, is published by Walter Jacobs, Boston. It promises to be another phenomenal success. The same author is the writer of "Some Day When Dreams Come True," which had an extremely large sale.

"Good-bye, Blue Eyes, Good-bye," and "Rosebud," two march songs, published by Jos. M. Daly Music Publishing Co., Boston, are proving popular sellers, especially the last mentioned, which, in the writer's opinion, is one of the prettiest marches ever composed.

Robinson and Harris' wild wooly western song hit "Montana," is proving its equal to any cowboy song of the present time. It brings a person right out in the golden west, while it is being rendered.

"Bye-bye, Bearie," one of Harry von Tilzer's latest march songs, is now being successfully rendered by "The Village Choir."

"When the Evening Breeze is Sighing Home, Sweet Home," published by Jos. W. Stern & Co., New York, is also to the fore as a vocal ballad.

"Neath the Old Cherry Tree, Sweet Marie," a ballad by Williams and Van Alstyne, published by Jerome H. Remick Co., Detroit and New York, is a pleasing ballad composition.

"I get Dippy When I do That Two-step Dance," and "Won't You Waltz Home, Sweet Home, With me for Old Tim's Sake?" are two compositions published by Superior Music Publisher.

F. B. Haviland Publishing Co., New York, have two good compositions in "She's the Fairest Little Flower, Dear Old Dixie Ever Grew," and "In Monkey Land."

## RECENT MUSIC COPYRIGHTS.

Garibaldi Song. Words and music by James Brockman May Fuzzy Song. Words by Alfred Bryan. Music by Kendis & Paley. Everybody Likes the Girl I Like. Song. Words and music by Kendis & Paley. Jerome H. Remick & Company, New York, N.Y.

If My Dream were True. Song. Words by Verner J. Cavers. Music by Mollie King. Should We Part, Song. Words and Music by Verner J. Cavers. When You go for a Good Trolley Ride. Song. Words and music by Verner J. Cavers. The Harmonic Publishing Company, Montreal.

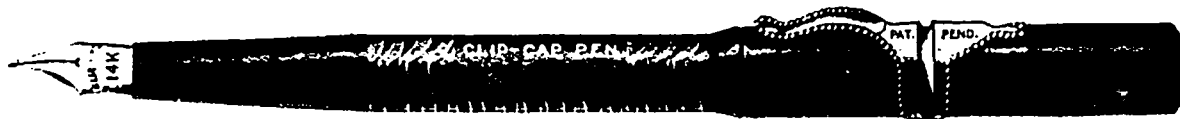
Musette. Music. By Neil Moset. The Teddy Bears. Dance. For piano. By Neil Thomas. Keep on Smiling. Song. By Kendis & Paley. Jerome H. Remick & Company, Detroit, Mich.

Boston Town. Song. Words by Wilbur Mack. Music by Felix Rice and John Rehauser. I've Been Told. Song. By Wilbur Mack. Vandersloot Music Publishing Company, Williamsport, Pa.

La Sainte-Catherine, (Festival of St. Catherine). Sur le Lac Memphremagog. (On Lake Memphremagog). Noel a Montreal, (Christmas at Montreal). Pierre et Josette, (Pierre and Josette). La Belle Canadienne, (The Canadian Belle). Le Marche Bonsecours, (The Bonsecours Market). Doux Souvenir, (A Pleasant Remembrance). For piano. By G. A. Grant-Schaefer. The Canadian-American Music Company, Limited, Toronto, Ont.



# A DOLLAR PEN

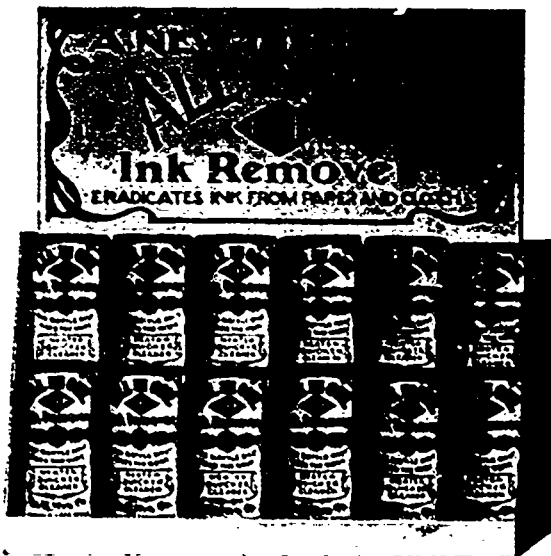


Our new "Perfect" Fountain Pen is the best value in medium price Fountain Pens we have ever offered. Handsome chased and mottled holders, fitted with patent pocket clips and put up one dozen on display stand. Every pen guaranteed. Retails at one dollar.

WRITE FOR SAMPLE.

## "E. & H."

Ink remover. A new preparation for removing ink marks or stains from anything.



## One Bottle Only

Put up in dainty wooden boxes and one dozen on display stand.

WRITE FOR SAMPLE

**Warwick Bros. & Rutter, Limited**  
Wholesale Stationers TORONTO



## PICTURE POST CARDS



### IS THE POST CARD TRADE DOOMED?

Rumors are going the rounds that there has of late been a noticeable falling-off in post card sales, and pessimists have been taking it for granted that the so-called post card "craze" is coming to an end. It may be true that sales have slackened a little, but it must be remembered that the summer season, when most business has heretofore been done, is over. The temporary cessation in the demand cannot be taken to mean a permanent decline.

The picture post card is more than a passing fancy. It is to-day an established commodity, and, in its best form, it is bound to last, as long as the printing press runs and the mails are delivered. Its educative value alone will ensure its continuance. There can be little doubt of this. Pictures have always been great educators and the post card is the cheapest way yet discovered for

place near at hand writing utensils for the convenience of purchasers. A mail box and stamps will complete a useful equipment that will be appreciated by customers.

### A WASHINGTON POST CARD STORE.

One of the prettiest post card stores in Washington is known as the Post Card Parlor. It is situated on F Street, near the Treasury building. A basement has been made use of and fitted up with mission furniture and velvet carpets. The Early holders are used and they line the walls, nearly covering them. They present an appealing display, as all the cards tilt at the same angle. The front card is easily removed, as the slant base elevates it above the others. Each unit link or holder accommodates thirty-five or more cards. It can be appreciated what an extensive stock may be shown by adopting this method, which has the endorsement of the leading publishers and



A Washington Post Card Store.

transferring pictures from place to place and from one person to another.

### Get Ready for Christmas.

It is now time to consider Christmas stock and Christmas selling methods. This year the Xmas. post card will, as before, be a strong feature. It has in a measure usurped the place of the Christmas card, owing to its greater variety, and the ease with which it can be sent.

After securing appropriate holiday lines, the dealer should arrange a section of the store for their display and

jobbers, as the most practical and cheapest rack obtainable. This holder is now made in Canada and may be purchased of the wholesale dealers.

Since the above picture was taken, Mr. Schemerhorn, who owns the store, has ordered 1,000 more Early holders, which will probably be used in bringing the display to the floor. One especially attractive feature of this place is that roomy tables are provided with writing materials to invite the buyer to write and send his cards at once. The place is well lighted from a big chandelier over the tables.

**THE VALENTINE CHRISTMAS CARD CATALOGUE.**

The Valentine & Sons Publishing Company, Montreal and Toronto, have issued comprehensive catalogues of Christmas and New Year post and private greeting cards which they are distributing among the trade throughout Canada. The Christmas post card catalogue contains no less than 200 different designs, with their prices. The collection is a most beautiful and varied one. Some are plain, but the majority are embossed and printed in several colors. Each card has an appropriate holiday greeting in fancy lettering. The embossed holly and mistletoe designs are among the most attractive of the display. They look very pretty and probably will be the most popular sellers of the lot. The feature which gives attractiveness to most of the cards is a gold and silver background that is so arranged as to give a new and original coloring effect. Another striking feature is the tinselled flowers and winter scenes on some of the cards. Animal studies, winter landscapes, flower studies, hands across the sea, auld lang syne, Santa Claus, and numerous other illustrated subjects comprise the assortment.

Something that has not been used to a very great extent in Canada is the private greeting card. The catalogue of these cards issued by the Valentine Company is a sumptuous and well prepared exhibition of the new line. The cards are in the form of a booklet. Private greeting and customer's name is printed on card as desired. They are produced in 150 elaborate and exquisite designs, and show original artistic ability of their makers. Some nice Masonic cards are shown. The pri-

vate greeting card is an English creation, being very popular in that country, and there is no doubt but that it will be received with favor in Canada. Valentine & Sons report an encouraging sale of them for the short time they have been out.

**READY FOR CHRISTMAS.**

An examination of the samples of this year's Christmas and New Year's post cards manufactured by Valentine & Sons Co., Montreal, Toronto and Dundee, discloses a large variety of cards, all executed in this firm's best style. The coloring, designing and embossing of many of the cards shown surpass anything yet turned out. Conventional designs in holly and mistletoe, with the familiar Christmas wordings, are shown in profusion, together with many novelty cards.

Valentine & Co. are also showing the trade a collection of small children's picture books, with illustrations in color by foremost artists, such as Louis Wain, etc., and with text by well-known writers. These little books, selling at 5 and 10 cents, are remarkable value and may well be stocked in quantity.

**Pictorial Postcards,** Autotype-chromo, Photo-type, and Lithographic Coloured, etc.

Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.

**German Postcard Works**  
**Boch & Kirsch-Frankfort<sup>o</sup>M.**

Several Rewards      Established 1872      GOOD AGENTS WANTED



**Money Saved is Money Earned**

Burn your leather post cards, pillow tops, knick-knacks, your wood boxes, picture frames, etc., with a

**FIRE PEN**

The Fire Pen has no equal for burning on wood, leather, velvet or other cloth.

The Fire Pen gives a much greater range of color than is obtained with other instruments. It ranges from black to light golden brown, according to speed in burning.

The Fire Pen points, in spite of their small price, are much more durable than the high-priced platinum article. There's a reason.

The Fire Pen is revolutionizing pyrography. There's a reason.

The Fire Pen can be used wherever there is a gas jet.

The Fire Pen, with dollar gas, costs but one-tenth of a cent an hour to operate.

Send 50 cents for a sample pen and see for yourself why stationery and department stores are selling them by thousands.

Complete instruments, one point, 50 cents.

**Booth, Wallace Co.**

Dept. Pr.

155 Washington St., Chicago, U.S.A.

## Pictorial Post Cards

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A clean, bright show room, with the latest facilities for displaying goods and with comfortable chairs for your patrons, is needful, if you would have the good word of your customers. Politeness and courtesy in your treatment of these customers must be added to make a strong combination.

A continuity of business on the same scale as that on which you set out becomes necessary. It is all very well to begin well, but unless you keep up your record, the public will lose confidence in you.

**PERSONAL ITEMS.**

Mr. Maynard, representing Brentano's, New York, was in Toronto a few days ago.

George McLeod, of McLeod & Allen, paid a hurried visit to New York a week or so ago.

Charles J. Musson, of the Musson Book Co., Toronto, sailed last week for England, taking Mrs. Musson with him.

The Barber & Ellis Co., Limited, are now settled in their new premises at 63 to 71 Wellington Street West, Toronto.

Ernest C. Walker, manager of the wholesale department, Methodist Book and Publishing Co., is back from his coast trip.

S. B. Gundy, manager Oxford University Press, Toronto, is away on a fishing expedition to northern wilds, far from the mad rush of the city.

Night work is beginning around the publishers' offices in Toronto and from now until Christmas there won't be many free nights for the workers.

H. L. Hobden, of the Musson Book Co., Toronto, is back from a trip to the Maritime provinces. He spent last week in Montreal, assisting W. C. Bell, of the same firm.

John McClelland, of McClelland & Goodchild, the new firm of wholesale booksellers in Toronto, made a flying trip to Philadelphia, New York and Boston, recently, to establish connections with the American publishers.

The Musson Book Company have enlarged their premises on Richmond Street West, by acquiring more space on the first floor. Even with the enlargement, they are finding themselves cramped for room.

Richard Brown, president of the Brown Bros., Limited, Toronto, accompanied by Mrs. and Miss Brown, spent the month of September and the first part of October getting acquainted with Western Canada. They travelled to the coast over the main line of the C.P.R., returning by the Crow's Nest route.

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**BEST SELLING BOOKS OF THE PAST MONTH.**

As Reported by Leading Canadian Retail Dealers.

**Calgary.**

1. Langford of the Three Bars. By K. and V. D. Boyles. Briggs.
2. Joseph Vance. By Wm. De Morgan. Frowde.
3. Lady Mary of the Dark House. By C. N. Williamson. Musson.
4. Long Labrador Trail. By Dillon Wallace. Revell.
5. The Brass Bowl. By Joseph Vance. McLeod.

**Charlottetown.**

1. The Younger Set. By R. W. Chambers. McLeod.
2. New Chronicles of Rebecca. By Kate D. Wiggin. Briggs.
3. The Sinner. By Antonio Fogazzaro. Copp.
4. Dr. Luke of the Labrador. Norman Duncan. Frowde.
5. Second Generation. By D. G. Phillipps. McLeod.
6. The New Theology. By R. J. Campbell. Harper.

**Edmonton.**

1. Songs of a Sourdough. By R. W. Service. Briggs.
2. Hilma. By W. T. Eldridge. Briggs.
3. Spirit Lake. By Arthur Hemming. Macmillan.
4. Tom Moore. By Theodore Sayer. Musson.
5. Second Generation. By D. G. Phillipps. McLeod.
6. Running Water. By A. E. Mason. Briggs.

**Kingston.**

1. The Younger Set. By R. W. Chambers. McLeod.
2. Champion. By John Colin Dane. Copp.
3. Lady of the Decoration. By Mrs. Little. Musson.
4. The Traitor. By Thomas Dixon, Jr. Copp.
5. Captain of the Kansas. By Louis Tracy. McLeod.
6. Satan Sanderson. By Hallie Rives. McLeod.

**Moncton.**

1. The Younger Set. By R. W. Chambers. McLeod.
2. Cruise of the Shining Light. By Norman Duncan. McLeod.
3. The Impostor. By Harold Bindloss. McLeod.
4. The Brass Bowl. By Joseph Vance. McLeod.
5. The White Cat. By Gellett Burgess. McLeod.
6. The Lone Furrow. By W. A. Fraser. Frowde.

**Montreal.**

1. The Weavers. By Sir Gilbert Parker. Copp.
2. Satan Sanderson. By H. E. Rives. McLeod.
3. The Younger Set. By Robt. W. Chambers. McLeod.
4. The Brass Bowl. By Lewis Joseph Vance. McLeod.
5. The Helpmate. By May Sinclair. Copp.
6. Joseph Vance. By William De Morgan. Frowde.

**Ottawa.**

1. Cruise of the Shining Light. By Norman Duncan. Frowde.
2. Princess Virginia. By C. N. and A. M. Williamson. Musson.
3. Short Cruises. By W. W. Jacobs. Briggs.
4. The Port of Missing Men. By Meredith Nicholson. McLeod.
5. Running Water. By A. E. W. Mason. Briggs.

**Peterborough.**

1. Scarlet Car. By Richard Harding Davis. McLeod.
2. The Younger Set. By R. W. Chambers. McLeod.
3. The Mayor's Wife. By Mrs. A. K. Rohlf. McLeod.
4. Satan Sanderson. By Hallie Rives. Bobbs-Merrill.

5. Running Water. By A. E. W. Mason. Briggs.
6. The Brass Bowl. By Joseph Vance. McLeod.

**Quebec.**

1. Cruise of the Shining Light. By Norman Duncan. Frowde.
2. Little Esson. By S. R. Crockett. Copp.
3. Strong Man's Vow. By Joseph Hocking. Copp.
4. Rising Fortunes. By John Oxenham. Copp.

**St. Catharines.**

1. The Younger Set. By R. W. Chambers. McLeod.
2. The Patriot. By Antonio Fogazzaro. Copp.
3. The Saint. By Antonio Fogazzaro. Copp.
4. The Sinner. By Antonio Fogazzaro. Copp.
5. The Traitor. By Thomas Dixon, Jr. Copp.
6. Bishop of Cottontown. By J. T. Moore. Winston.

**Stratford.**

1. Three Men and a Maid. By R. W. Chambers. McLeod.
2. Treasure of Heaven. By Marie Corelli. Briggs.
3. Captain of the Kansas. By Louis Tracy. McLeod.
4. Winged Victory. By R. M. Lovett. McLeod.
5. The Port of Missing Men. By Meredith Nicholson. McLeod.
6. The Brass Bowl. By Joseph Vance. McLeod.

**Toronto.**

1. Alice for Short. By De Morgan. Frowde.
2. Joseph Vance. By De Morgan. Frowde.
3. Daft Days. By Neil Munro. Briggs.
4. The Younger Set. By R. W. Chambers. McLeod.
5. The Beloved Vagabond. Locke.
6. The Country House. Galsworthy.

**Victoria.**

1. The Younger Set. By R. W. Chambers. McLeod.
2. The Flyers. By Geo. Barr McCutcheon. Briggs.
3. The Message. By Dawson. Dana Estes.
4. Songs of a Sourdough. By R. W. Service. Briggs.
5. Daft Days. By Neil Munro. Briggs.
6. New Chronicles of Rebecca. By Kate D. Wiggin. Briggs.

**Vancouver.**

1. The Younger Set. By R. W. Chambers. McLeod.
2. Running Water. By A. E. Mason. Briggs.
3. The Impostor. By Harold Bindloss. McLeod.
4. Captain of the Kansas. By Louis Tracy. McLeod.
5. Dust of Conflict. Harold Bindloss. McLeod.
6. Friday, the Thirteenth. T. W. Lawson. McLeod.

**Winnipeg.**

1. The Traitor. By Thomas Dixon, Jr. Copp.
2. The Squaw Man. By Mrs. J. Faversham. Harper.
3. Satan Sanderson. By Hallie Rives. Bobbs-Merrill.
4. The Long Labrador Trail. By Dillon Wallace. Revell.
5. Garrison's Finish. By W. B. Ferguson. Copp.
6. Whispering Smith. By F. J. Spearman. McLeod.

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# BOOKSELLER & STATIONER OF CANADA

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Books.

Table de Multiplication, a l'usage des Eleves de Jesus-Marie La Congregation des Religieuses de Jesus, Marie de Silley, Comte de Quebec, Que.

Fraumenieren, with notes and vocabulary. By A. E. Lang, M.A. Selections from Browning and Tennyson, with notes. By John C. Saul, M.A. Morang Educational Company, Limited, Toronto, Ont.

The Elements of Structural Botany. By H. B. Spotton, F.T.S. The Flora of Prince Edward Island. By John MacSwan. An Elementary History of Canada. By J. Gannell, B.A. W. J. Gage & Company, Limited, Toronto, Ont.

The Tragedy of Quebec, the Expulsion of its Protestant Farmers. By Robert Sellar. Robert Sellar, Huntingdon, Que.

The Year that Followed. By Millie Magwood. William Briggs, Toronto.

History of the Canadian Militia. By Captain Ernest J. Chambers. Louis M. Fresco, Montreal.

Human and Yet Divine. Sermon by Rev. Frank De Witt Talmage. Los Angeles, California. Frederick Dyer, Toronto, Ont.

The Weavers. (A Tale of England and Egypt of Fifty Years Ago.) By Sir Gilbert Parker. Illustrated by Andre Castagne. Sir Gilbert Parker, London, Eng.  
Photo Stamps. R. C. Balfour, Peterboro, Ont.

An Introduction to Latin Prose. By George W. Mitchell, M.A. The Macmillan Company of Canada, Limited, Toronto, Ont.

Pictures and Photos.

Squaw Dance, Blackfeet Indians, Macleod, Alberta; Blackfeet Warriors, Macleod, Alberta, Indian Parade,

Macleod, Alberta, Cafe, Royal Alexandra Hotel, Winnipeg, Man.; Dining Room, Vice-Regal Suite, Royal Alexandra Hotel, Winnipeg, Man.; Drawing Room, Vice-Regal Suite, Royal Alexandra Hotel, Winnipeg, Man.; Boudoir, Vice-Regal Suite, Royal Alexandra Hotel, Winnipeg, Man.; Medicine Lodges, Blackfeet Indians; Scalp Dance, Blackfeet Indians; Blood Squaws in War Dress, Blackfeet Indian Braves; Chief Joe Healey and Braves; The Horn Society of Alberta Indians; Old-time Peegan Squaw with Travois and Pappoose. (Photo.) The Consolidated Stationery Company, Winnipeg, Man.

Bear River, looking west, Bear River, looking north; Bear River, showing river. (Panoramic views.) Ralf M. Harris, Bear River, Nova Scotia.

Pigs and Veises. (Photo.) Joseph W. Boyle, Sr., Woodstock, Ont.

Latest Photo of Sir Thomas Lipton on His Yacht. Canada Newspaper Syndicate, Limited, Montreal, Que.

How Queenston Heights Was Won. (Picture.) The Toronto Lithographing Company, Limited, Toronto, Ont.

AN APPOINTMENT

The appointment of R. H. Paget as publisher to the firm of Cassell & Co., of London (Eng.), Paris, New York, Toronto and Melbourne, is announced. Mr. Paget's experience in the publishing world has been notable, extending over a period of ten years in various parts of the world. Amongst the firms with which he has been connected are: The Macmillan Co., of London, England; the Oxford University Press, and Archibald Constable & Co. For four years Mr. Paget carefully studied in America all the clever modern organization in which the United States leads the world, and for some time past has been manager of the foreign department of Cassell & Co., which will, however, still remain under his control. Cassell & Co. are to be congratulated upon gaining the services of one so well qualified to conduct their immense publishing business, which is now recognized to be the largest in the English-speaking world.

We are sure the many friends Mr. Paget has in Canada will hail this announcement with keen delight, and will extend to him their heartiest congratulations.

NEW FIRM OF PUBLISHERS

A new firm of publishers and wholesale booksellers has been established in Toronto, with offices in the McLeod & Allen building at 42 Adelaide Street West. The name of the firm is McClelland & Goodechild, and the partners are John McClelland and Frederick D. Goodechild, both of whom were employes of the Methodist Book and Publishing Co., up to a recent date. Mr. McClelland had a sixteen-year connection with this house, having been latterly in charge of their library supply business, while Mr. Goodechild held a position in the same department for the past eight years.

McClelland & Goodechild aim to supply the books of all publishers and will thus be of invaluable service to booksellers who wish to make up large orders or collect stray copies of books. They are also prepared to look after enclosures. They will deal in books only.

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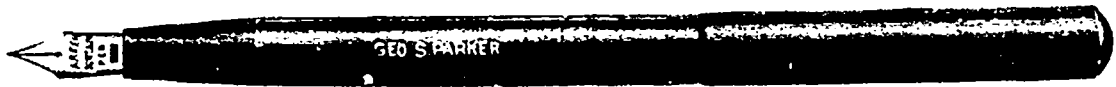
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